BEST AVAILABLE COPY

OCTOBER
1979

pocket summary

of registrations

new cars

new trucks

R. L. POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS — MONTH

MAKES	OCTOBER		% '79 VS '78	% IND	
	1979	1978		1979	1978
AMC	16889	12655	133.46	1.90	1.46
(Concord)	7909	8523	92.80	.89	.98
Chrysler	25025	22470	111.37	2.82	2.59
(LeBaron)	9904	10307	96.09	1.11	1.19
Dodge	35741	36903	96.85	4.04	4.27
(Diplomat)	4307	4958	86.87	.49	.57
(Colt)	4742	3213	149.14	.54	.37
(Challenger)	852	1928	44.19	.10	.22
(Omni)	7924	7180	110.36	.89	.83
(Aspen)	10536	11315	93.77	1.22	1.32
Plymouth	29118	31174	93.40	3.28	3.60
(Arrow Pickup)	3258	2350	138.64	.37	.27
(Sapporo)	827	1450	57.03	.09	.17
(Horizon)	9897	9659	102.46	1.12	1.12
(Volare)	14163	14067	98.56	1.59	1.62
(Fury)	0	2246	.27	-	.26
Chrysler Corp.	89434	90547	99.32	10.14	10.46
Ford	130370	135935	95.91	14.70	15.70
(Fiesta)	5895	6180	95.39	.66	.71
(Pinto)	13642	12495	109.58	1.54	1.44
(Fairmont)	28500	35177	81.02	3.22	4.06
(Granada)	11574	18474	63.19	1.32	2.13
(Lincoln)	1357	7485	18.13	.15	.86
(Mustang)	25516	13093	195.48	2.88	1.51
(T-Bird)	23248	19326	120.29	2.62	2.23
(Lincoln)	10919	17088	63.90	1.23	1.97
(Mark V)	5178	6991	74.07	.58	.80
(Versailles)	1220	1343	87.58	.14	.16
Mercury	43054	38322	112.35	4.86	4.43
(Zephyr)	7864	9124	86.20	.89	1.05
(Monarch)	4278	6802	62.89	.48	.79
(XR7 Cougar)	12056	12620	95.53	1.36	1.46
(Bobcat)	6862	1488	446.37	.75	.17
Lincoln-Mercury	53478	55410	97.42	6.04	6.43
Ford Motor Co.	184348	191345	96.34	20.79	22.10
Buick	58467	65470	89.38	6.65	7.62
(Skyhawk)	1903	2028	74.11	.17	.23
(Skylark)	11575	8820	131.24	1.31	1.02
(Century)	25307	27803	91.02	2.85	3.21
(Regal)	3570	1897	188.19	.40	.22
(Le Sabre)	565	2014	27.48	.06	.23
Buick Div.	54532	67984	87.56	6.71	7.85
(Cutlass)	27176	27305	100.99	3.11	3.15
(Eldorado)	4427	2914	169.08	.55	.34
(Seville)	3442	4541	86.95	.45	.52
Oldsmobile	175441	194474	91.91	14.85	22.11
(Omega)	28779	21054	136.69	3.25	2.43
(Monza)	9773	14180	68.89	1.10	1.64
(Starfire)	15337	15341	99.97	1.73	1.77
(Cutlass Supreme)	24895	19464	153.59	3.38	2.25
(Malibu)	28574	29841	96.09	5.23	3.44
(Calais)	3812	3367	113.22	.43	.39
(Delta 88)	78754	80007	98.44	8.88	9.24
(Starfire)	1251	1388	90.13	.14	.16
(Omega)	4059	4028	115.67	.53	.47
(Cutlass)	45636	42672	107.41	5.17	4.92
(Toronado)	3307	1407	225.43	.37	.17
Pontiac	61246	72220	85.77	6.99	8.34
(Sunbird)	5044	7803	77.46	.68	.90
(Phoenix)	7078	5057	139.96	.80	.58
(Lemans)	9440	10677	88.41	1.06	1.23
(Firebird)	10951	12145	90.16	1.24	1.41
GM Mfg. Corp.	403804	439000	91.98	45.54	50.69
Misc. Domestic	392	284	121.80	.04	.03
Other Import	141451	132195	144.87	21.59	15.26
U.S. Total	886778	865991	102.40		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '79 VS. '78	% IND		YEAR END 1978
	1979	1978		1979	1978	
AMC	125980	135274	-3.13	1.44	1.47	157747
(Concord)	71097	91334	-77.84	.81	.99	105436
Chrysler	212124	242957	-87.31	2.42	2.65	284631
(Le Baron)	87058	98613	-88.89	1.00	1.08	114811
Dodge	384871	417152	-93.46	4.44	4.55	484245
(Diplomat)	40846	47761	-85.10	.46	.52	57645
(St.)	56870	38476	135.89	.66	.42	46126
(Challenger)	12540	13431	-93.37	.14	.15	16773
(Omni)	100445	88815	194.08	1.22	.75	84288
(Aspen)	104847	133728	-78.25	1.19	1.46	154741
Plymouth	336341	375114	-82.58	3.83	4.09	434718
(Arrow Sport)	19502	23261	164.85	.45	.25	28040
(Sapporo)	10976	9567	114.73	.13	.10	12044
(Horizon)	125461	93424	134.31	1.43	1.02	113051
(Volare)	146113	178458	-82.76	1.68	1.95	207846
(Fury)	3185	58615	-5.43	.04	.64	51517
(Chrysler Corp)	1336041	1035223	90.61	10.69	11.24	1214144
Ford	1312980	1560969	-84.11	14.96	17.02	1845078
(Fiesta)	65435	85393	100.83	.75	.71	76001
(Pinto)	159044	141340	112.80	1.81	1.54	166384
(Fairmont)	273358	342166	-79.89	3.11	3.73	399995
(Granada)	120494	184540	-65.29	1.37	2.01	217078
(LTD II)	25465	127033	-20.04	.30	1.39	139304
(Mustang)	251531	146831	171.31	2.87	1.60	187923
(T-Bird)	171075	256563	-66.68	1.95	2.80	297040
(Zephyr)	105232	142676	-73.76	1.20	1.56	178873
(Mark V)	42240	57491	-73.48	.49	.63	72274
(Versailles)	11647	10904	106.81	.13	.12	14304
(Mercury)	425843	471659*	-90.51	4.86	5.14	584742
(Zephyr)	80834	102146	-79.10	.92	1.11	120046
(Monarch)	65741	69827	-72.10	.53	.71	77245
(Marquis Coupe)	104345	161185	-64.80	1.19	1.75	188138
(Cougar)	76108	5977	-	.87	.07	17827
(Lincoln Mercury Div.)	532128	614334	-86.52	6.08	6.70	743665
(Ford Motor Co.)	1845105	2175303	-84.82	21.04	23.72	2588743
(Buick)	575250	635873	-90.47	6.55	6.93	782532
(Skyhawk)	15983	18423	-86.85	.18	.20	21691
(Skylark)	81803	84534	-96.56	.93	.92	97033
(Century)	254415	262002	-97.10	2.90	2.86	317169
(Regal)	41511	15457	250.14	.47	.17	23142
(Le)	13250	15203	-87.15	.15	.17	16833
(Buick Div.)	588500	651076	-90.34	5.70	7.10	781365
(Cadillac)	252703	270111	-93.56	2.88	2.94	335053
(Eldorado)	31124	34483	148.27	.58	.38	43681
(Seville)	34302	42168	-81.35	.39	.45	52396
(Chevrolet)	1784014	1910850	-93.62	20.36	20.84	2244990
(Chevette)	319150	202526	153.09	3.52	2.21	241022
(Monza)	121342	125843	-96.42	1.38	1.37	154541
(Camaro)	178843	207949	-85.93	2.03	2.26	251983
(Citation Nova)	233465	209357	111.50	2.66	2.28	243444
(Malibu)	267131	302722	-94.85	3.27	3.31	305146
(Corvette)	33474	32858	101.87	.38	.36	40460
(Impala/Bel Air)	791210	801918	-98.66	9.01	8.74	967866
(Sprint)	15982	18047	104.11	.18	.19	17481
(Chevy)	35805	38421	100.86	.42	.40	42215
(Chevy)	433574	417840	103.75	4.93	4.55	501475
(Caprice)	38254	18445	207.39	.44	.20	25056
Pontiac	663330	710687	-93.34	7.56	7.75	857083
(Sunbird)	75644	74024	102.18	.86	.81	88468
(Phoenix)	109571	94224	123.05	1.24	1.03	59971
(Lemans)	28283	27409	100.84	1.12	1.06	118700
(Firebird)	130440	145057	-89.27	1.50	1.58	177142
(GM Mfg. Div.)	4384757	4344642	-94.02	46.51	47.37	5236367
(Misc. Import)	3468	3511	104.83	.05	.04	4244
(Other Import)	1780447	1477440	120.50	20.29	16.11	1744684
(U.S. Total)	8776746	9172043	-95.71			10440104

UNITED STATES SUMMARY

(Memo Total) — Included in Make Total

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1979			YEAR TO DATE 1978		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	391383	19.81	1	372018	22.58	1
DATSUN	365586	18.50	2	288402	17.50	2
HONDA	283847	14.37	3	222693	13.51	3
VOLKSWAGEN	245677	12.43	4	196954	11.95	4
MAZDA	117394	5.94	5	56542	3.43	7
SUBARU	82184	4.16	6	65275	3.96	6
FIESTA*	65935	3.34	7	65393	3.97	5
COLT/HATCHBACK*	52670	2.67	8	38476	2.34	10
FIAT	51196	2.59	9	49220	2.99	8
VOLVO	46127	2.33	10	39996	2.43	9
TOTAL IMPORT CARS	1975827			1647776		

NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	107840	26.78	1	76448	27.65	1
DATSUN	82212	20.42	2	71627	25.91	2
CHEVROLET L.U.V.*	81593	20.26	3	47954	17.35	4
FORD COURIER*	63750	15.83	4	56619	20.48	3
TOTAL IMPORT TRUCK	402619			276428		

* DOMESTIC SPONSORED IMPORTS

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1969	9446524	1888812
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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R. 1-79

OCTOBER 1979 ISSUED 12/79

Supplementing Polk's Statistics:

CAN YOU AFFORD TO IGNORE ...

...the Top 60 Standard Metropolitan Areas which account for well over 50% of all U. S. passenger car sales? These important markets deserve the thorough analysis which Polk Registration Reports by Census Tracts can insure.

New passenger car and truck registrations by make, series, price class and gross vehicle weight groups can also be identified by name and type of buyer, whether a business or an individual. Registrations can be compiled not only by census tract but by postal zone or other geographic areas. All data are current, too, within three months of actual sales.

Consumer buying power and population shifts, as reflected in new passenger car registrations, can materially assist your Sales and Marketing Staff in evaluating retail sites...establishing dealer and salesmen objectives...planning distribution...and meeting many other marketing problems.

Since each Registration Report is prepared to your specifications, you resolve your marketing problems quickly and reduce your research costs.

R. L. POLK & CO.

DETROIT, MICH.

BEST AVAILABLE COPY

NOVEMBER
1979

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW TRUCK REGISTRATIONS

MAKES	OCT	% IND	YEAR TO DATE		% '79 VS '78	% IND	
	1979		1979	1978		1979	1978
Dodge	36729	11.74	313172	388494	80.61	10.60	11.81
Plymouth	1914	.61	16766	5933	282.59	.57	.18
Ford	103607	33.12	951784	1100389	86.50	32.21	33.47
Chevrolet	87430	27.89	926334	1054813	87.82	31.35	32.07
GMC	26966	8.60	234660	275272	87.06	8.11	8.37
IH	11457	3.66	99689	97249	102.51	3.37	2.96
Jeep Truck	14734	4.70	120187	129756	92.63	4.07	3.95
Brockway	-	-	2	36	5.56	-	-
Mack	2361	.75	25044	23272	107.61	.85	.71
Kenworth	1478	.47	12457	11999	103.82	.42	.36
Peterbilt	634	.20	7323	7824	93.60	.25	.24
Freightliner	1409	.45	11229	9612	116.82	.38	.29
White	1044	.33	10414	10629	97.98	.35	.32
Misc	23373	7.46	220848	173473	127.31	7.47	5.27
U.S. Total	313461		2954904	3288751	89.85		

TRUCKS BY WEIGHT GROUPS -- YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	93622	182865	32204	4876	-	-	-	-
(Dodge 1)	52243	99271	20060	-	-	-	-	-
Plymouth *	12244	4522	-	-	-	-	-	-
Ford	244137	524283	345	-	-	45919	12779	19321
(Ford 2)	24002	188833	-	-	-	-	-	-
Chevrolet	379158	506087	4900	-	1462	29348	1053	4326
(Chevrolet 3)	174309	148718	-	-	-	-	-	-
GMC	57837	141604	1001	-	855	21326	1586	15391
(GMC 4)	11603	40454	-	-	-	-	-	-
IH	-	19220	-	-	-	23663	23465	33341
Jeep Truck	59050	51137	-	-	-	-	-	-
(Jeep 5)	59050	22391	-	-	-	-	-	-
Brockway	-	-	-	-	-	-	-	2
Mack	-	-	-	-	-	-	-	25044
Kenworth	-	-	-	-	-	-	-	12457
Peterbilt	-	-	-	-	-	-	-	7323
Freightliner	-	-	-	-	-	-	-	11229
White	-	-	-	-	-	-	-	10414
Misc	215345	12	42	5	26	2135	1319	1904
Total	1075993	1529790	38447	4881	2343	122391	40202	140812
1978 Total	933070	2021950	41241	12062	2476	120056	31445	126451
1978 vs 78	115.32	75.66	93.35	40.47	94.63	101.94	127.85	111.36

(Memo Total) -- To be included in GVW 1, 2 & 3.

* Plymouth includes Fury, Arrow & Trailduster

UNITED STATES SUMMARY

1 - Includes Vans, Ramcharger & D50

2 - Includes Courier, Econoline Van, Ranchero & Bronco

3 - Includes Chevy Van, El Camino, Blazer & LUV

4 - Includes Vans, Jimmy & Caballero

5 - Includes Jeep & Cherokee

REGISTRATIONS FOR THE STATE OF HAWAII ARE TEMPORARILY DELAYED.

REGISTRATIONS FOR THE STATE OF ALASKA ARE NOT AVAILABLE

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	NOVEMBER		% '79 VS '78	% IND	
	1979	1978		1979	1978
AMC	14786	10369	142.60	2.04	1.26
(Concord)	5993	6643	90.22	.83	.81
Chrysler	15637	22406	69.79	2.16	2.71
(Le Baron)	5987	10443	57.33	.83	1.26
Dodge	23648	35170	67.24	3.26	4.27
(Diplomat)	2451	5015	48.87	.34	.61
(Colt)	3379	2995	112.82	.47	.36
(Challenger)	700	1769	39.57	.10	.21
(Omni)	7010	6933	101.11	.95	.84
(Aspen)	5710	10635	53.69	.79	1.30
Plymouth	20743	29501	70.31	2.86	3.57
(Arrow/Champ)	2729	2333	116.97	.38	.28
(Sapporo)	541	1390	38.92	.07	.17
(Horizon)	8381	8985	93.28	1.15	1.09
(Volare)	8320	14333	58.05	1.15	1.73
(Fury)	–	1725	–	–	.21
Chrysler Corp.	60028	87077	68.94	8.28	10.55
Ford	105664	127990	82.56	14.57	15.51
(Fiesta)	5070	5126	98.91	.70	.62
(Pinto)	10691	11544	92.61	1.47	1.40
(Fairmont)	23361	26785	87.22	3.22	3.25
(Granada)	10151	15989	63.49	1.40	1.94
(Ltd II)	887	6007	14.77	.12	.73
(Mustang)	20658	17021	121.37	2.85	2.06
(T'Bird)	19348	18665	103.66	2.67	2.26
Lincoln	10839	16913	64.09	1.50	2.05
(Mark V)	5618	7023	79.99	.78	.85
(Versailles)	1001	1453	68.89	.14	.18
Mercury	32574	41487	78.52	4.49	5.02
(Zephyr)	6565	8174	80.32	.91	.99
(Monarch)	3455	5947	58.10	.48	.72
(XR7/Cougar)	8732	12549	69.58	1.20	1.51
(Capri)	5535	4513	122.65	.76	.55
Linc/Merc. Div.	43413	58400	74.34	5.99	7.07
Ford Motor Co.	149077	186390	79.98	20.56	22.58
Buick	51161	60012	85.25	7.05	7.27
(Skyhawk)	1227	1720	71.34	.17	.21
(Skylark)	9993	6579	151.89	1.38	.80
(Century)	21480	25934	82.83	2.96	3.14
(Riviera)	3639	2812	129.41	.50	.34
Opel	265	1907	13.90	.04	.23
Buick Div.	51426	61919	83.05	7.09	7.50
Cadillac	25797	29053	88.79	3.56	3.52
(Eldorado)	4707	3560	132.22	.65	.43
(Seville)	4487	4747	94.52	.62	.58
Chevrolet	150803	181493	83.09	20.80	21.98
(Chevette)	24761	18727	132.22	3.42	2.27
(Monza)	8536	13700	62.31	1.18	1.66
(Camaro)	12625	19566	64.53	1.74	2.37
(Citation/Nova)	26150	16749	156.13	3.60	2.03
(Malibu)	24229	29520	82.08	3.34	3.57
(Corvette)	3274	3474	94.24	.45	.42
Oldsmobile	65964	76377	86.37	9.10	9.25
(Starfire)	1093	1588	68.83	.15	.19
(Omega)	4218	3055	138.07	.58	.37
(Cutlass)	37080	38783	95.61	5.12	4.70
(Toronado)	3281	2455	133.65	.45	.30
Pontiac	52558	68175	77.09	7.25	8.26
(Sunbird)	5192	7103	73.10	.72	.86
(Phoenix)	6231	3963	157.23	.86	.48
(Lemans)	8173	9864	82.86	1.13	1.19
(Firebird)	9174	13834	66.31	1.26	1.68
Gen. Mtrs. Corp.	346548	417017	83.10	47.80	50.51
Misc. Domestic	274	265	103.40	.04	.03
Other Import	154276	124407	124.01	21.28	15.07
U.S. Total	724989	825525	87.82		

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UNITED STATES SUMMARY

NOVEMBER 1979 ISSUED 01/80

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '79 VS '78	% IND		YEAR END
	1979	1978		1979	1978	1978
A.M.C.	140766	145643	96.65	1.48	1.46	157797
(Concord)	77090	97977	78.68	.81	.98	105938
Chrysler	227766	265363	85.83	2.40	2.65	289631
(Le Baron)	93645	109056	85.87	.99	1.09	119811
Dodge	413519	452322	91.42	4.35	4.53	489845
(Diplomat)	43097	52776	81.66	.45	.53	57895
(Colt)	56049	41471	135.15	.59	.41	45126
(Challenger)	13240	15200	87.11	.14	.15	16773
(Omni)	113455	75748	149.78	1.20	.76	84288
(Aspen)	110357	144363	76.44	1.16	1.45	154741
Plymouth	356784	404615	88.18	3.75	4.05	434718
(Arrow/Champ)	42238	25594	165.03	.44	.26	28090
(Sapporo)	11517	10957	105.11	.12	.11	12094
(Horizon)	133862	102414	130.71	1.41	1.02	113081
(Volare)	156433	193291	80.93	1.65	1.94	207046
(Fury)	3185	60340	5.28	.03	.60	61517
Chrysler Corp.	998069	1122300	88.93	10.50	11.23	1214194
Ford	1418644	1688959	84.00	14.92	16.89	1845078
(Fiesta)	71005	70519	100.69	.75	.71	76001
(Pinto)	169785	152584	111.27	1.79	1.53	166384
(Fairmont)	296719	368951	80.42	3.12	3.68	399995
(Granada)	130645	200529	65.15	1.37	2.01	217078
(Ltd II)	26852	133040	20.18	.28	1.33	139309
(Mustang)	272185	163852	166.12	2.86	1.64	187923
(T'Bird)	190424	275228	69.19	2.00	2.75	297090
Lincoln	116071	159589	72.73	1.22	1.60	178873
(Mark VI)	47908	64514	74.26	.51	.65	72279
(Versailles)	12648	12357	102.35	.13	.12	14304
Mercury	459467	513145	89.54	4.84	5.13	564792
(Zephyr)	87404	110370	79.19	.92	1.10	120046
(Monarch)	50196	70774	70.92	.53	.71	77295
(XR7/Cougar)	113277	173734	65.20	1.19	1.74	188138
(Capri)	81703	10490	778.87	.86	.10	17827
Linc/Merc. Div.	575538	672734	85.55	6.06	6.73	743665
Ford Motor Co.	1994182	2361693	84.44	20.98	23.62	2588743
Buick	626411	695885	90.02	6.59	6.96	762532
(Skyhawk)	17210	20123	85.52	.18	.20	21691
(Skylark)	91796	91213	100.64	.97	.91	97033
(Century)	275895	287936	95.82	2.89	2.88	317169
(Riviera)	45150	18769	240.56	.48	.19	23149
Opel	13515	17110	78.99	.14	.17	18833
Buick Div.	639926	712995	89.75	6.73	7.13	781365
Cadillac	278500	299164	93.09	2.93	2.99	335053
(Eldorado)	55836	38043	146.77	.59	.38	43681
(Seville)	38789	46915	82.68	.41	.47	52396
Chevrolet	1939817	2092343	92.71	20.43	20.92	2294990
(Chevette)	334911	221323	151.32	3.53	2.21	241622
(Monza)	129878	139543	93.07	1.37	1.40	154541
(Camaro)	190968	227115	84.08	2.01	2.27	251983
(Citation/Nova)	259576	226106	114.80	2.73	2.26	243444
(Malibu)	311360	332242	93.71	3.28	3.32	366196
(Corvette)	36748	36232	101.14	.39	.36	40426
Oldsmobile	857174	878295	97.60	9.02	8.79	967896
(Starfire)	17075	16235	105.17	.18	.16	17981
(Omega)	41023	39546	103.73	.43	.40	42215
(Cutlass)	470654	456673	103.06	4.95	4.57	501975
(Toronado)	41535	20900	198.73	.44	.21	25069
Pontiac	715888	778862	91.91	7.53	7.79	857083
(Sunbird)	80886	81197	99.62	.85	.81	88928
(Phoenix)	66802	53187	125.60	.70	.53	56971
(Lemans)	106456	107333	99.18	1.12	1.07	118706
(Firebird)	140114	158891	88.18	1.48	1.60	177192
Gen. Mtrs. Corp.	4431305	4761659	93.06	46.64	47.62	5236387
Misc. Domestic	4240	3876	109.39	.04	.04	4299
Other Import	1935030	1602397	120.76	20.36	16.03	1744684
U.S. Total	9503592	9997568	95.06			10946104

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	NOV	% IND	YEAR TO DATE		% '79 VS '78	% IND	
	1979		1979	1978		1979	1978
Dodge	19281	7.78	332453	423275	78.54	10.38	11.75
Plymouth	1355	.55	18121	6388	283.67	.57	.18
Ford	81808	32.98	1033588	1198035	86.27	32.26	33.25
Chevrolet	75718	30.54	1002047	1158208	86.52	31.29	32.15
G.M.C.	21863	8.82	261523	300609	87.00	8.17	8.34
I.H.	8612	3.47	108301	106232	101.95	3.38	2.95
Jeep Truck	12237	4.94	132424	145741	90.86	4.13	4.05
Brockway	–	–	2	37	5.41	–	–
Mack	1890	.76	26934	25313	106.40	.84	.70
Kenworth	1128	.45	13560	13152	103.10	.42	.37
Peterbilt	682	.28	7965	8621	92.39	.25	.24
Freightliner	930	.38	12137	10608	114.41	.38	.29
White	971	.39	11385	11589	98.24	.36	.32
Misc.	21464	8.66	242312	194901	124.33	7.57	5.41
U.S. Total	247939		3202752	3602709	88.90		

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	99481	195523	32524	4925	–	–	–	–
(Dodge 1)	55861	106236	26219	–	–	–	–	–
Plymouth *	13220	4901	–	–	–	–	–	–
Ford	271439	678346	365	–	–	49132	13680	20626
(Ford 2)	102049	204557	–	–	–	–	–	–
Chevrolet	410015	547598	4932	–	1613	32094	1105	4690
(Chevrolet 3)	188984	160419	–	–	–	–	–	–
G.M.C.	63100	154514	1009	–	961	23269	1862	16808
(G.M.C. 4)	12808	43843	–	–	–	–	–	–
I.H.	–	21434	–	–	–	25466	25306	36095
Jeep Truck	76071	56353	–	–	–	–	–	–
(Jeep 5)	76071	24508	–	–	–	–	–	–
Brockway	–	–	–	–	–	–	–	2
Mack	–	–	–	–	–	–	–	26934
Kenworth	–	–	–	–	–	–	–	13560
Peterbilt	–	–	–	–	–	–	–	7965
Freightliner	–	–	–	–	–	–	–	12137
White	–	–	–	–	–	–	–	11385
Misc.	236181	13	43	5	29	2402	1478	2161
Total	1169507	1658682	38873	4930	2603	132363	43431	152363
1978 Total	1032473	2202524	47346	13386	2666	131476	34657	138179
1979 VS '78	113.27	75.31	82.10	36.83	97.64	100.67	125.32	110.26

(Memo Total) – To be included in GVW 1, 2 & 3

UNITED STATES SUMMARY

* Plymouth Includes Trail Duster & Arrow

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Econoline Van, Ranchero & Bronco
3 Includes Chevy Van, El Camino, Blazer & L.U.V.
4 Includes Vans, Jimmy & Caballero
5 Includes Jeep & Cherokee

REGISTRATIONS FOR THE STATE OF HAWAII ARE TEMPORARILY DELAYED.
REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1979			YEAR TO DATE 1978		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	423790	19.78	1	399985	22.37	1
DATSUN	401555	18.74	2	311475	17.42	2
HONDA	307190	14.34	3	238232	13.33	3
VOLKSWAGEN	265527	12.39	4	215904	12.08	4
MAZDA	130367	6.08	5	63465	3.55	7
SUBARU	88538	4.13	6	71737	4.01	5
FIESTA*	71005	3.31	7	70519	3.94	6
COLT/HATCHBACK*	56049	2.62	8	41471	2.32	10
FIAT	54204	2.53	9	53094	2.97	8
VOLVO	49497	2.31	10	43959	2.46	9
TOTAL IMPORT CARS	2142594			1787721		

NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	117941	26.85	1	86473	27.94	1
DATSUN	90573	20.62	2	80425	25.99	2
CHEVROLET L.U.V.*	88659	20.18	3	54317	17.55	4
FORD COURIER*	68985	15.71	4	61710	19.94	3
TOTAL IMPORT TRUCK	439249			309486		

* DOMESTIC SPONSORED IMPORTS

UNITED STATES SUMMARY (1)

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1969	9446524	1888812
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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NOVEMBER 1979 ISSUED 01/80

Supplementing
Polk's Statistics:

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R. L. POLK & CO.

DETROIT, MICH.

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DECEMBER
1979

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	DECEMBER		% '79 VS '78	% IND	
	1979	1978		1979	1978
AMC	15987	12154	131.54	1.92	1.28
(Concord)	6034	7961	75.79	.72	.84
Chrysler	15877	24268	65.42	1.91	2.56
(Le Baron)	6409	10755	59.59	.77	1.14
Dodge	28081	37523	74.84	3.38	3.96
(Diplomat)	2718	5119	53.10	.33	.54
(Colt)	4357	3655	119.21	.52	.39
(Challenger)	952	1573	60.52	.11	.17
(Omni)	8070	8540	94.50	.98	.90
(Aspen)	6896	10378	66.45	.83	1.09
Plymouth	24287	30103	80.68	2.92	3.17
(Arrow/Champ)	3842	2496	153.93	.46	.26
(Sapporo)	722	1137	63.50	.09	.12
(Horizon)	9498	10667	89.04	1.14	1.12
(Volare)	9231	13755	67.11	1.11	1.46
(Fury)	–	1177	–	–	.12
Chrysler Corp	68245	91894	74.26	8.21	9.69
Ford	130935	156119	83.87	15.75	16.46
(Fiesta)	5850	5482	106.71	.70	.58
(Pinto)	13491	13800	97.76	1.62	1.45
(Fairmont)	35902	31044	115.65	4.33	3.28
(Granada)	10471	16549	63.27	1.26	1.74
(Ltd II)	1535	6269	24.49	.18	.66
(Mustang)	22715	24071	94.37	2.73	2.54
(T Bird)	19594	21862	89.63	2.36	2.30
Lincoln	12026	19284	62.36	1.45	2.03
(Mark VI	6589	7765	84.86	.80	.81
(Versailles)	863	1947	44.32	.10	.21
Mercury	37653	51647	72.90	4.53	5.45
(Zephyr)	7844	9676	81.07	.94	1.02
(Monarch)	4274	6521	65.54	.51	.69
(XR7/Cougar)	9341	14404	64.85	1.13	1.52
(Capri)	6781	7337	92.42	.82	.77
Linc/Merc Div	49679	70931	70.04	5.98	7.48
Ford Motor Co	180614	227050	79.55	21.73	23.94
Buick	59904	66647	89.88	7.21	7.03
(Skyhawk)	1015	1568	64.73	.12	.17
(Skylark)	12376	5820	212.65	1.49	.61
(Century)	25564	29233	87.45	3.08	3.09
(Riviera)	4375	4380	99.89	.53	.46
Opel	198	1723	11.49	.02	.18
Buick Div	60102	68370	87.91	7.23	7.21
Cadillac	29152	35889	81.23	3.51	3.78
(Eldorado)	5099	5638	90.44	.61	.59
(Seville)	5331	5481	97.26	.65	.58
Chevrolet	164396	202647	81.12	19.77	21.36
(Chevette)	28305	20299	139.44	3.40	2.14
(Monza)	9167	14998	61.12	1.10	1.58
(Camaro)	12679	24868	50.99	1.53	2.62
(Citation/Nova)	31355	17338	180.85	3.76	1.83
(Malibu)	25481	33954	75.05	3.07	3.58
(Corvette)	3328	4094	81.29	.40	.43
Oldsmobile	73996	89601	82.58	8.90	9.45
(Starfire)	1109	1746	63.52	.13	.18
(Omega)	5313	2669	199.06	.64	.28
(Cutlass)	39651	45302	87.53	4.77	4.78
(Toronado)	3813	4169	91.46	.46	.44
Pontiac	57928	78221	74.06	6.97	8.25
(Sunbird)	5849	7731	75.66	.70	.82
(Phoenix)	7555	3784	199.66	.91	.40
(Lemans)	8729	11373	76.75	1.05	1.20
(Firebird)	9841	18301	53.77	1.19	1.93
Gen. Mtrs. Corp	385574	474728	81.22	46.38	50.05
Misc. Domestic	410	423	96.93	.05	.04
Other Import	180489	142287	126.85	21.71	15.00
U.S. Total	831319	948536	87.64		

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UNITED STATES SUMMARY

DECEMBER 1979 ISSUED 02/80

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '79 VS '78	% IND		YEAR END
	1979	1978		1979	1978	1978
A M C	156753	157797	99.34	1.52	1.44	157797
(Concord)	83124	105938	78.46	.81	.97	105938
Chrysler	241643	289631	84.12	2.36	2.65	289631
(Le Baron)	103054	119811	83.51	.97	1.10	119811
Dodge	441600	489845	90.15	4.27	4.47	489845
(Diplomat)	45815	57895	79.13	.44	.53	57895
(Colt)	60406	45126	133.86	.58	.41	45126
(Challenger)	14192	16773	84.61	.14	.15	16773
(Omni)	121525	84288	144.18	1.18	.77	84288
(Aspen)	117253	154741	75.77	1.13	1.41	154741
Plymouth	381071	434718	87.66	3.69	3.97	434718
(Arrow/Champ)	46080	28090	164.04	.45	.26	28090
(Sapporo)	12239	12094	101.20	.12	.11	12094
(Horizon)	143360	113081	126.78	1.39	1.03	113081
(Volare)	165664	207046	80.01	1.60	1.89	207046
(Fury)	3185	61517	5.18	.03	.56	61517
Chrysler Corp.	1066314	1214194	87.82	10.32	11.09	1214194
Ford	1545979	1845078	83.78	14.99	16.86	1845078
(Fiesta)	76855	76001	101.12	.74	.69	76001
(Pinto)	183276	166384	110.15	1.77	1.52	166384
(Fairmont)	332621	399995	83.16	3.23	3.67	399995
(Granada)	141116	217078	65.01	1.37	1.98	217078
(Ltd II)	28387	139309	20.38	.27	1.27	139309
(Mustang)	294904	187923	156.93	2.85	1.72	187923
(T Bird)	210018	297090	70.69	2.03	2.71	297090
Lincoln	128097	178873	71.61	1.24	1.63	178873
(Mark V)	54497	72279	75.40	.53	.66	72279
(Versailles)	13511	14304	94.46	.13	.13	14304
Mercury	497120	564792	88.02	4.81	5.16	564792
(Zephyr)	95248	120046	79.34	.92	1.10	120046
(Monarch)	54470	77295	70.47	.53	.71	77295
(XR7/Cougar)	122618	188138	65.17	1.18	1.71	188138
(Capri)	88484	17827	496.35	.86	.16	17827
Linc/Merc. Div.	625217	743665	84.07	6.05	6.79	743665
Ford Motor Co.	2174796	2588743	84.01	21.04	23.65	2588743
Buick	686315	762532	90.00	6.64	6.97	762532
(Skyhawk)	19225	21691	84.02	.18	.20	21691
(Skylark)	104172	97033	107.36	1.01	.89	97033
(Century)	301459	317169	95.05	2.91	2.90	317169
(Riviera)	49525	23149	213.94	.48	.21	23149
Opel	13713	18833	72.81	.13	.17	18833
Buick Div.	730028	781365	89.59	6.77	7.14	781365
Cadillac	307652	335053	91.82	2.98	3.06	335053
(Eldorado)	50935	43681	139.50	.59	.40	43681
(Seville)	44120	52396	84.20	.43	.48	52396
Chevrolet	2104213	2294990	91.69	20.36	20.97	2294990
(Chevette)	363216	241622	150.32	3.50	2.21	241622
(Monza)	139045	154541	89.97	1.35	1.41	154541
(Camaro)	203647	251983	80.82	1.97	2.30	251983
(Citation/Nova)	290931	243444	119.51	2.82	2.22	243444
(Malibu)	336841	366196	91.98	3.26	3.35	366196
(Corvette)	40076	40426	99.13	.39	.37	40426
Oldsmobile	931170	967896	96.21	9.01	8.84	967896
(Starfire)	18184	17981	101.13	.18	.16	17981
(Omega)	46336	42215	109.76	.45	.39	42215
(Cutlass)	510305	501975	101.66	4.93	4.58	501975
(Toronado)	45348	25069	180.89	.44	.23	25069
Pontiac	773816	857083	90.28	7.49	7.83	857083
(Sunbird)	86735	88928	97.53	.84	.81	88928
(Phoenix)	74357	56971	130.52	.72	.52	56971
(Lemans)	115185	118706	97.03	1.11	1.08	118706
(Firebird)	149955	177192	84.63	1.46	1.63	177192
Gen. Mtrs. Corp.	4816879	5236387	91.99	46.61	47.84	5236387
Misc. Domestic	4650	4299	108.16	.04	.04	4299
Other Import	2115519	1744684	121.26	20.47	15.94	1744684
U.S. Total	10334911	10946104	94.42			10946104

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	DEC	% IND	YEAR TO DATE		% 79 VS 78	% IND	
	1979		1979	1978		1979	1978
Dodge	19517	7.36	351970	464470	75.78	10.15	11.72
Plymouth	1557	.59	19678	8013	245.58	.57	.20
Ford	89068	33.58	1122656	1314251	85.42	32.38	33.15
Chevrolet	82823	31.23	1084870	1275787	85.04	31.28	32.19
GMC	21617	8.15	283140	329185	86.01	8.16	8.31
IH	8355	3.15	116579	116574	100.00	3.36	2.94
Jeep Truck	12740	4.82	145214	163548	88.79	4.19	4.13
Brockway	–	–	2	37	5.41	–	–
Mack	2330	.88	29264	27390	106.84	.84	.69
Kenworth	1333	.50	14893	14345	103.82	.43	.36
Peterbilt	728	.27	8693	9454	91.95	.25	.24
Freightliner	1499	.57	13636	11725	116.30	.39	.30
White	1120	.42	12505	13292	94.08	.36	.34
Misc	22498	8.48	264810	215269	123.01	7.64	5.43
U.S. Total	265235		3467910	3963340	87.50		

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	106712	207453	32869	4936	–	–	–	–
(Dodge 1)	60026	112332	26340	–	–	–	–	–
Plymouth *	14428	5250	–	–	–	–	–	–
Ford	296309	734342	456	–	–	53843	15228	22478
(Ford 2)	111758	220692	–	–	–	–	–	–
Chevrolet	445549	591536	4948	–	1786	34892	1139	5050
(Chevrolet 3)	205206	172926	–	–	–	–	–	–
GMC	68532	167198	1020	–	1041	24983	1973	18393
(GMC 4)	13871	47114	–	–	–	–	–	–
IH	–	23464	–	–	–	27221	27309	38585
Jeep Truck	83401	61813	–	–	–	–	–	–
(Jeep 5)	83401	26781	–	–	–	–	–	–
Brockway	–	–	–	–	–	–	–	2
Mack	–	–	–	–	–	–	–	29264
Kenworth	–	–	–	–	–	–	–	14893
Peterbilt	–	–	–	–	–	–	–	8693
Freightliner	–	–	–	–	–	–	–	13636
White	–	–	–	–	–	–	–	12505
Misc	258003	14	43	6	31	2687	1666	2360
Total	1272734	1791040	39336	4942	2858	143626	47315	165859
1978 Total	1143064	2408269	54974	15250	2933	147013	38996	152841
1979 vs 78	111.36	74.37	71.55	32.41	97.44	97.70	121.33	108.52

(Memo Total) – To be included in GVW 1, 2 & 3

UNITED STATES SUMMARY

1 – Includes Vans, Ramcharger & D50

2 – Includes Courier, Econoline Van, Ranchero & Bronco

3 – Includes Chevy Van, El Camino, Blazer & LUV

4 – Includes Vans, Jimmy & Caballero

5 – Includes Jeep & Cherokee

7 – Plymouth Includes [illegible]

REGISTRATIONS FOR THE STATE OF HAWAII ARE TEMPORARILY [illegible]

REGISTRATIONS FOR THE STATE OF ALABAMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1979			YEAR TO DATE 1978		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	464569	19.86	1	427465	21.97	1
DATSUN	441405	18.87	2	337523	17.34	2
HONDA	337334	14.42	3	258151	13.27	3
VOLKSWAGEN	286127	12.23	4	239612	12.31	4
MAZDA	145952	6.24	5	71921	3.70	7
SUBARU	97856	4.18	6	79015	4.06	5
FIESTA*	76855	3.29	7	76001	3.91	6
COLT/HATCHBACK*	60406	2.58	8	45126	2.32	10
FIAT	57435	2.46	9	57946	2.98	8
VOLVO	53748	2.30	10	48494	2.49	9
TOTAL IMPORT CARS	2339004			1946094		

NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	129228	26.90	1	94520	27.49	1
DATSUN	98912	20.59	2	89846	26.13	2
CHEVROLET L.U.V.*	96971	20.19	3	61567	17.91	4
FORD COURIER*	75756	15.77	4	67651	19.68	3
TOTAL IMPORT TRUCK	480327			343825		

* DOMESTIC SPONSORED IMPORTS

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10334911	3467910

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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DECEMBER 1979 ISSUED 02/80

Which do you want...

6 out of 100

or

70 out of 100?

Only 6 of every 100 households will buy a new car and switch makes in 1980. Polk Automotive Mail can reach and influence a market segment in which 70 out of every 100 will buy and switch. That's a 1200% improvement in conquesting potential.

R. L. POLK & CO.

DETROIT, MICH.

BEST AVAILABLE COPY

JANUARY
1980

pocket summary

of registrations

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	JANUARY		% '80 VS '79	% IND	
	1980	1979		1980	1979
A.M.C.	14211	8156	174.24	1.90	1.08
(Concord)	6074	4667	130.15	.81	.62
(Eagle)	3299	-	-	.44	-
Chrysler	12543	19829	63.26	1.67	2.63
(Le Baron)	5090	8430	60.38	.68	1.12
Dodge	26708	33161	80.54	3.57	4.40
(Diplomat)	2278	4444	51.26	.30	.59
(Colt)	5565	2814	197.76	.74	.37
(Challenger)	959	1168	82.11	.13	.15
(Omni)	8717	9486	91.89	1.16	1.26
(Aspen)	6099	8571	71.16	.81	1.14
Plymouth	24496	26680	91.81	3.27	3.54
(Arrow/Champ)	5560	2211	251.47	.74	.29
(Sapporo)	621	832	74.64	.08	.11
(Horizon)	10874	11041	98.49	1.46	1.46
(Volare)	7041	11179	62.98	.94	1.49
(Gran Fury)	400	691	57.89	.05	.09
Chrysler Corp.	63747	79670	80.01	8.51	10.57
Ford	98407	128044	76.85	13.13	16.99
(Fiesta)	6311	4303	146.67	.84	.57
(Pinto)	13076	13661	95.72	1.75	1.81
(Fairmont)	23845	24189	98.58	3.17	3.23
(Granada)	7474	12928	57.81	1.00	1.71
(Ltd II)	643	4936	13.03	.09	.65
(Mustang)	19358	20950	92.40	2.58	2.78
(T'Bird)	13752	17112	80.36	1.84	2.27
Lincoln	9295	13754	67.58	1.24	1.82
(Mark)	5030	5465	92.04	.67	.72
(Versailles)	654	1441	45.39	.09	.19
Mercury	30924	41132	75.18	4.13	5.46
(Zephyr)	7071	7613	92.88	.94	1.01
(Monarch)	3137	4913	63.85	.42	.65
(XR7/Cougar)	6729	11339	59.34	.90	1.50
(Capri)	5515	6075	90.78	.74	.81
(Bobcat)	2782	2910	95.60	.37	.39
Linc/Merc. Div.	40219	54886	73.28	5.37	7.28
Ford Motor Co.	138626	182930	75.78	18.50	24.27
Buick	56196	50796	110.63	7.50	6.74
(Skylark)	12657	4101	308.63	1.69	.54
(Century)	24313	22278	109.13	3.24	2.96
(Riviera)	3821	3870	98.73	.51	.51
Cadillac	23838	28418	83.88	3.18	3.77
(Eldorado)	4498	4739	94.91	.60	.63
(Seville)	4329	4442	97.46	.58	.59
Chevrolet	153624	153617	100.00	20.50	20.37
(Chevette)	31662	20282	156.11	4.23	2.69
(Monza)	10475	10881	96.27	1.40	1.44
(Camaro)	10866	18312	59.34	1.45	2.43
(Citation)	30642	12793	239.52	4.09	1.70
(Malibu)	21297	26257	81.11	2.84	3.47
(Corvette)	2792	3040	91.84	.37	.40
(Monte Carlo)	15149	20173	75.10	2.02	2.68
Oldsmobile	64184	70193	91.44	8.57	9.31
(Omega)	5247	2023	259.37	.70	.27
(Cutlass)	34765	37160	93.55	4.65	4.93
(Toronado)	3406	3623	94.01	.45	.48
Pontiac	52481	59218	88.62	7.00	7.86
(Sunbird)	7501	5856	128.09	1.00	.78
(Phoenix)	7334	2949	248.69	.98	.39
(Lemans)	7313	8847	82.66	.98	1.17
(Firebird)	8383	13456	63.24	1.11	1.76
Gen. Mtrs. Corp.	350323	362242	96.71	46.75	48.05
Misc. Domestic	326	309	105.50	.04	.04
Other Import	182072	120577	151.00	24.30	15.99
U.S. Total	749305	753884	99.39		

UNITED STATES SUMMARY

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JANUARY 1980 ISSUED 03/80

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END 1979
	1980	1979		1980	1979	
A.M.C.	14211	8156	174.24	1.90	1.08	156753
(Concord)	6074	4667	130.15	.81	.62	83124
(Eagle)	3299	-	-	.44	-	11155
Chrysler	12543	19829	63.26	1.67	2.63	243643
(Le Baron)	5090	8430	60.38	.68	1.12	100054
Dodge	26708	33161	80.54	3.57	4.40	441600
(Diplomat)	2278	4444	51.26	.30	.59	45815
(Colt)	5565	2814	197.76	.74	.37	60406
(Challenger)	959	1168	82.11	.13	.15	14192
(Omni)	8717	9486	91.89	1.18	1.26	121525
(Aspen)	6099	8571	71.16	.81	1.14	117253
Plymouth	24496	26680	91.81	3.27	3.54	381071
(Arrow/Champ)	5560	2211	251.47	.74	.29	46080
(Sapporo)	621	832	74.64	.08	.11	12239
(Horizon)	10874	11041	98.49	1.46	1.46	143360
(Volare)	7041	11179	62.98	.94	1.49	165664
(Gran Fury)	400	691	57.89	.05	.09	3778
Chrysler Corp.	63747	79670	80.01	8.51	10.57	1066314
Ford	98407	128044	76.85	13.13	16.99	1549579
(Fiesta)	6311	4303	146.67	.84	.57	76855
(Pinto)	13076	13681	95.72	1.75	1.81	183276
(Fairmont)	23845	24189	98.58	3.17	3.23	332621
(Granada)	7474	12928	57.81	1.00	1.71	141116
(Ltd II)	643	4936	13.03	.09	.65	28387
(Mustang)	19358	20950	92.40	2.58	2.78	294904
(T'Bird)	13752	17112	80.36	1.84	2.27	210018
Lincoln	9295	13754	67.58	1.24	1.82	128097
(Mark)	5030	5455	92.04	.67	.72	54497
(Versailles)	654	1441	45.39	.09	.19	13511
Mercury	30924	41132	75.18	4.13	5.46	497120
(Zephyr)	7071	7613	92.88	.94	1.01	95248
(Monarch)	3137	4913	63.85	.42	.65	54470
(XR7/Cougar)	6729	11339	59.34	.90	1.50	122618
(Capri)	5515	6075	90.78	.74	.81	88484
(Bobcat)	2782	2910	95.60	.37	.39	43032
Linc/Merc. Div.	40219	54886	73.28	5.37	7.28	625217
Ford Motor Co.	138626	182930	75.78	18.50	24.27	2174796
Buick	56196	50796	110.63	7.50	6.74	686315
(Skylark)	12657	4101	308.63	1.69	.54	104172
(Century)	24313	22278	109.13	3.24	2.96	301459
(Riviera)	3821	3870	98.73	.51	.51	49525
Cadillac	23838	28418	83.88	3.18	3.77	307652
(Eldorado)	4498	4739	94.91	.60	.63	60935
(Seville)	4329	4442	97.46	.58	.59	44120
Chevrolet	153624	153617	100.00	20.50	20.37	2104213
(Chevette)	31662	20282	156.11	4.23	2.69	363216
(Monza)	10475	10881	96.27	1.40	1.44	139045
(Camaro)	10866	18312	59.34	1.45	2.43	203647
(Citation)	30642	12793	239.52	4.09	1.70	290931
(Malibu)	21297	26257	81.11	2.84	3.47	336841
(Corvette)	2792	3040	91.84	.37	.40	40076
(Monte Carlo)	15149	20173	75.10	2.02	2.68	264967
Oldsmobile	64184	70193	91.44	8.57	9.31	931170
(Omega)	5247	2023	259.37	.70	.27	46336
(Cutlass)	34765	37160	93.55	4.65	4.93	510305
(Toronado)	3406	3623	94.01	.45	.48	45348
Pontiac	52481	59218	88.62	7.00	7.86	773816
(Sunbird)	7501	5856	128.09	1.00	.78	86735
(Phoenix)	7334	2949	248.69	.98	.39	74357
(Lemans)	7313	8847	82.66	.98	1.17	115185
(Firebird)	8383	13256	63.24	1.11	1.76	149955
Gen. Mtrs. Corp.	350323	362242	96.71	46.75	48.05	4803166
Misc. Domestic	326	309	105.50	.04	.04	4650
Other Import	182072	120577	151.00	24.30	15.99	2129232
U.S. Total	749305	753884	99.39			10334911

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JAN	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	18719	8.05	18719	28976	64.60	8.05	10.28
Plymouth	2249	.97	2249	1276	176.25	.97	.45
Ford	75002	32.28	75002	95695	78.38	32.28	33.94
Chevrolet	73085	31.45	73085	89561	81.60	31.45	31.76
G.M.C.	18290	7.87	18290	21823	83.81	7.87	7.74
I.H.	6863	2.95	6863	8491	80.83	2.95	3.01
Jeep Truck	8847	3.81	8847	13892	63.68	3.81	4.93
Mack	1870	.80	1870	1786	104.70	.80	.63
Kenworth	1115	.48	1115	1120	99.55	.48	.40
Peterbilt	708	.30	708	720	98.33	.30	.26
Freightliner	974	.42	974	851	114.45	.42	.30
White	699	.30	699	1020	68.53	.30	.36
Misc.	23988	10.32	23988	16756	143.16	10.32	5.94
U.S. Total	232409		232409	281967	82.42		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	7022	11455	240	2	-	-	-	-
(Dodge 1)	4630	7138	102	-	-	-	-	-
Plymouth *	1521	728	-	-	-	-	-	-
Ford	21965	48128	73	-	-	1410	2185	1241
(Ford 2)	9345	15361	-	-	-	-	-	-
Chevrolet	31967	37326	477	-	165	1406	1392	352
(Chevrolet 3)	15725	11551	-	-	-	-	-	-
G.M.C.	4535	10515	-	-	46	579	1217	1398
(G.M.C. 4)	984	2701	-	-	-	-	-	-
I.H.	-	1788	-	-	-	1368	1768	1939
Jeep Truck	4874	3973	-	-	-	-	-	-
(Jeep 5)	4874	2953	-	-	-	-	-	-
Mack	-	-	-	-	-	-	-	1870
Kenworth	-	-	-	-	-	-	-	1115
Peterbilt	-	-	-	-	-	-	-	708
Freightliner	-	-	-	-	-	-	-	974
White	-	-	-	-	-	-	-	699
Misc.	23324	1	3	2	4	332	188	134
Total	95208	113914	793	4	215	5095	6750	10430
1979 Total	93906	157961	2950	1241	184	10983	3505	11237
1980 VS '79	101.39	72.12	26.88	.32	116.85	46.39	192.58	92.82

UNITED STATES SUMMARY

(Memo Total) – To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster & Arrow

4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

[illegible] FIGURES FOR THE STATE OF HAWAII ARE TEMPORARILY UNAVAILABLE. REGISTRATIONS FOR THE STATE OF ALASKA ARE NOT AVAILABLE.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	47549	23.65	1	22504	17.06	1
DATSUN	41368	20.57	2	21605	16.38	2
HONDA	27905	13.88	3	19145	14.51	4
VOLKSWAGEN	18128	9.01	4	21445	16.26	3
MAZDA	13797	6.86	5	6719	5.09	5
SUBARU	9818	4.88	6	5645	4.28	6
FIESTA*	6311	3.14	7	4303	3.26	7
COLT/HATCHBACK*	5555	2.77	8	2814	2.13	12
ARROW/CHAMP*	5560	2.76	9	2211	1.68	14
MERCEDES BENZ	4590	2.28	10	3737	2.83	8
TOTAL IMPORT CARS	201088			131905		
VOLVO	4032	2.01	11	3487	2.64	9
FIAT	2734	1.36	13	3382	2.56	10
NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	11193	25.95	1	7760	24.54	1
DATSUN	8868	20.56	2	6803	21.50	2
CHEVROLET L.U.V.*	8230	19.08	3	6481	20.50	4
FORD COURIER*	6619	15.35	4	6652	21.04	3
DODGE D50*	2991	6.94	5	1220	3.86	5
PLYMOUTH ARROW*	1423	3.30	6	647	2.05	6
TOTAL IMPORT TRUCK	43129			31621		

* DOMESTIC SPONSORED IMPORTS
UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10334911	3467910

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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Supplementing
Polk's Statistics:

CAN YOU AFFORD TO IGNORE ...

...the Top 60 Standard Metropolitan Areas which account for well over 50% of all U. S. passenger car sales? These important markets deserve the thorough analysis which Polk Registration Reports by Census Tracts can insure.

New passenger car and truck registrations by make, series, price class and gross vehicle weight groups can also be identified by name and type of buyer, whether a business or an individual. Registrations can be compiled not only by census tract but by postal zone or other geographic areas. All data are current, too, within three months of actual sales.

Consumer buying power and population shifts, as reflected in new passenger car registrations, can materially assist your Sales and Marketing Staff in evaluating retail sites... establishing dealer and salesmen objectives... planning distribution... and meeting many other marketing problems.

Since each Registration Report is prepared to your specifications, you resolve your marketing problems quickly and reduce your research costs.

R. L. POLK & CO.

DETROIT, MICH.

BEST AVAILABLE COPY

FEBRUARY
1980

pocket summary

of registrations

new cars

new trucks

R. L. POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	FEBRUARY		% '80 VS '79	% IND	
	1980	1979		1980	1979
A.M.C.	12319	8393	146.78	1.76	1.10
(Concord)	4617	4956	93.16	.66	.65
(Eagle)	2658	–	–	.38	–
Chrysler	11049	18727	59.00	1.58	2.46
(Le Baron)	4780	7492	63.80	.68	.99
Dodge	27091	34829	77.78	3.88	4.56
(Diplomat)	2086	3536	58.99	.30	.46
(Colt)	6304	3300	191.03	.90	.43
(Challenger)	1016	1270	80.00	.15	.17
(Omni)	9549	12512	76.32	1.37	1.64
(Aspen)	4826	7342	65.73	.69	.96
Plymouth	25999	31127	83.53	3.72	4.08
(Arrow/Champ)	6207	2730	227.36	.89	.36
(Sapporo)	843	889	94.83	.12	.12
(Horizon)	11793	15004	78.60	1.69	1.96
(Volare)	6669	11014	60.55	.95	1.44
(Gran Fury)	487	604	80.63	.07	.08
Chrysler Corp.	64139	84683	75.74	9.18	11.10
Ford	88362	122814	71.95	12.65	16.11
(Fiesta)	6127	5025	121.93	.88	.66
(Pinto)	11910	15013	79.33	1.71	1.97
(Fairmont)	22521	23611	95.38	3.21	3.09
(Granada)	5912	11862	49.84	.85	1.56
(Ltd II)	468	3714	12.60	.07	.49
(Mustang)	17977	20895	86.03	2.57	2.74
(T Bird)	13560	15888	85.35	1.94	2.08
Lincoln	5918	12400	47.73	.85	1.63
(Mark)	3063	4845	63.22	.44	.64
(Versailles)	474	1179	40.20	.07	.15
Mercury	26596	41542	64.02	3.81	5.44
(Zephyr)	6929	7671	90.33	1.00	1.01
(Monarch)	2195	4336	50.62	.31	.57
(XR7/Cougar)	5943	10741	55.33	.85	1.39
(Capri)	4971	6615	75.15	.71	.87
(Bobcat)	2691	3882	69.32	.39	.51
Linc/Merc. Div.	32514	53942	60.28	4.66	7.07
Ford Motor Co.	120876	176756	68.39	17.31	23.18
Buick	52877	50259	105.21	7.57	6.59
(Skylark)	13032	4038	322.73	1.87	.53
(Century)	23637	22433	105.37	3.38	2.94
(Riviera)	3188	4371	72.94	.46	.57
Cadillac	18340	25710	71.33	2.63	3.37
(Eldorado)	3871	5058	76.53	.56	.66
(Seville)	3199	3891	82.22	.46	.51
Chevrolet	147408	152514	96.65	21.10	20.00
(Chevette)	32137	24569	130.80	4.59	3.22
(Monza)	11126	11357	97.97	1.59	1.49
(Camaro)	9831	18364	53.53	1.41	2.41
(Citation)	30017	10461	286.94	4.30	1.37
(Malibu)	18926	26092	72.54	2.71	3.42
(Corvette)	2716	2879	94.34	.39	.38
(Monte Carlo)	12866	19273	66.76	1.84	2.53
Oldsmobile	60333	68084	88.62	8.64	8.93
(Omega)	6126	2032	301.48	.88	.27
(Cutlass)	33230	35246	94.28	4.76	4.62
(Toronado)	3034	3932	77.16	.43	.52
Pontiac	48135	58953	81.65	6.89	7.73
(Sunbird)	8971	6507	137.87	1.29	.85
(Phoenix)	7009	3186	219.99	1.00	.42
(Lemans)	6867	9004	76.27	.98	1.18
(Firebird)	7039	13122	53.64	1.01	1.72
Gen. Mtrs. Corp.	327093	355520	92.00	46.83	46.62
Misc. Domestic	184	318	57.86	.03	.04
Other Import	173802	136940	126.92	24.89	17.96
U.S. Total	698413	762610	91.58		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END 1979
	1980	1979		1980	1979	
A.M.C.	26530	16549	160.31	1.83	1.09	156753
(Concord)	10691	9623	111.10	.74	.63	83124
(Eagle)	5957	–	–	.41	–	11155
Chrysler	23592	38556	61.19	1.63	2.54	243643
(Le Baron)	9870	15922	61.99	.68	1.05	100054
Dodge	53799	67990	79.13	3.71	4.49	441600
(Diplomat)	4364	7980	54.69	.30	.53	45815
(Colt)	11869	6114	194.13	.82	.40	60406
(Challenger)	1975	2438	81.01	.14	.16	14192
(Omni)	18266	21998	83.03	1.26	1.46	121525
(Aspen)	10925	15913	68.65	.75	1.05	117253
Plymouth	50495	57807	87.35	3.49	3.81	381071
(Arrow/Champ)	11767	4941	238.15	.81	.33	46080
(Sapporo)	1464	1721	85.07	.10	.11	12239
(Horizon)	22667	26045	87.03	1.57	1.71	143360
(Volare)	13710	22193	61.78	.95	1.46	165664
(Gran Fury)	887	1295	68.49	.06	.09	3778
Chrysler Corp.	127886	164353	77.81	8.83	10.84	1066314
Ford	186769	250858	74.45	12.90	16.54	1549579
(Fiesta)	12438	9328	133.34	.86	.62	76855
(Pinto)	24986	28674	87.14	1.73	1.89	183276
(Fairmont)	46366	47800	97.00	3.19	3.15	332621
(Granada)	13386	24790	54.00	.92	1.63	141116
(Ltd II)	1111	8650	12.84	.08	.57	28387
(Mustang)	37335	41845	89.22	2.58	2.76	294904
(T'Bird)	27312	33000	82.76	1.89	2.18	210018
Lincoln	15213	26154	58.17	1.05	1.72	128097
(Mark)	8093	10310	78.50	.56	.68	54497
(Versailles)	1128	2620	43.05	.08	.17	13511
Mercury	57520	82674	69.57	3.97	5.46	497120
(Zephyr)	14000	15284	91.60	.96	1.01	95248
(Monarch)	5332	9249	57.65	.37	.61	54470
(XR7/Cougar)	12672	22080	57.39	.88	1.46	122618
(Capri)	10486	12690	82.63	.72	.84	88484
(Bobcat)	5473	6792	80.58	.38	.45	43032
Linc/Merc. Div.	72733	108828	66.83	5.02	7.18	625217
Ford Motor Co.	259502	359686	72.15	17.92	23.72	2174796
Buick	109073	101055	107.93	7.53	6.66	686315
(Skylark)	25689	8139	315.63	1.77	.54	104172
(Century)	47950	44711	107.24	3.32	2.94	301459
(Riviera)	7009	8241	85.05	.48	.54	49525
Cadillac	42178	54128	77.92	2.91	3.57	307652
(Eldorado)	8369	9797	85.42	.57	.65	60935
(Seville)	7528	8333	90.34	.52	.55	44120
Chevrolet	301032	306131	98.33	20.81	20.19	2104213
(Chevette)	63799	44851	142.25	4.42	2.96	363216
(Monza)	21601	22238	97.14	1.49	1.47	139045
(Camaro)	20697	36676	56.43	1.43	2.42	203647
(Citation)	60659	23254	260.85	4.19	1.53	290931
(Malibu)	40223	52349	76.84	2.78	3.45	336841
(Corvette)	5508	5919	93.06	.38	.39	40076
(Monte Carlo)	28015	39486	71.02	1.94	2.60	264967
Oldsmobile	124517	138277	90.05	8.60	9.12	931170
(Omega)	11373	4055	280.47	.79	.27	46336
(Cutlass)	67995	72406	93.91	4.70	4.77	510305
(Toronado)	6440	7555	85.24	.44	.50	45348
Pontiac	100616	118171	85.14	6.95	7.79	773816
(Sunbird)	16472	12363	133.24	1.13	.82	86735
(Phoenix)	14343	6135	233.79	.99	.40	74357
(Lemans)	14180	17851	79.44	.98	1.18	115185
(Firebird)	15422	26378	58.47	1.07	1.73	149955
Gen. Mtrs. Corp.	677416	717762	94.38	46.80	47.33	4803106
Misc. Domestic	510	627	81.34	.04	.04	4650
Other Import	355874	257517	138.19	24.58	16.98	2129232
U.S. Total	1447718	1516494	95.46			10334911

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	FEB	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	18370	8.79	37089	56616	65.51	8.40	10.16
Plymouth	2661	1.27	4910	2837	173.07	1.11	.51
Ford	64332	30.79	139334	187376	74.36	31.58	33.64
Chevrolet	64736	30.99	137821	179695	76.70	31.23	32.26
G.M.C.	15880	7.60	34170	43328	78.86	7.74	7.78
I.H.	5473	2.62	12336	16824	73.32	2.80	3.02
Jeep Truck	7522	3.60	16369	26851	60.96	3.71	4.82
Mack	1703	.82	3573	3475	102.82	.81	.62
Kenworth	1046	.50	2161	2280	94.78	.49	.41
Peterbilt	643	.31	1351	1517	89.06	.31	.27
Freightliner	986	.47	1960	1924	101.87	.44	.35
White	644	.31	1343	2014	66.68	.30	.36
Misc.	24927	11.93	48915	32319	151.35	11.08	5.80
U.S. Total	208923		441332	557056	79.23		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS -- YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	14094	22339	648	8	–	–	–	–
(Dodge 1)	9308	13973	232	–	–	–	–	–
Plymouth *	3312	1598	–	–	–	–	–	–
Ford	42272	87705	134	–	–	2678	4240	2305
(Ford 2)	18267	27398	–	–	–	–	–	–
Chevrolet	62467	69013	544	–	301	2306	2573	617
(Chevrolet 3)	30312	21593	–	–	–	–	–	–
G.M.C.	8547	18833	1	–	82	1271	2764	2672
(G.M.C. 4)	1800	5194	–	–	–	–	–	–
I.H.	–	3257	–	–	–	2638	3011	3430
Jeep Truck	9322	7047	–	–	–	–	–	–
(Jeep 5)	9322	5248	–	–	–	–	–	–
Mack	–	–	–	–	–	–	–	3573
Kenworth	–	–	–	–	–	–	–	2161
Peterbilt	–	–	–	–	–	–	–	1351
Freightliner	–	–	–	–	–	–	–	1960
White	–	–	–	–	–	–	–	1343
Misc.	47673	1	3	3	7	547	392	289
Total	187687	209791	1330	11	390	9440	12980	19701
1979 Total	186851	311786	4875	2555	352	20986	6814	22837
1980 VS '79	100.45	67.29	27.28	.43	110.80	44.98	190.49	86.27

UNITED STATES SUMMARY

(Memo Total) -- To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans
* Plymouth Includes Trail Duster & Arrow
4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATES OF KANSAS, MAINE AND HAWAII ARE TEMPORARILY DELAYED. REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	94560	23.92	1	48288	17.12	1
DATSUN	82119	20.77	2	46726	16.57	2
HONDA	53801	13.61	3	43830	15.54	4
VOLKSWAGEN	34454	8.71	4	44727	15.86	3
MAZDA	25525	6.46	5	14117	5.00	5
SUBARU	19108	4.83	6	11894	4.22	6
FIESTA*	12438	3.15	7	9328	3.31	7
COLT/HATCHBACK*	11869	3.00	8	6114	2.17	12
ARROW/CHAMP*	11767	2.98	9	4941	1.75	13
MERCEDES BENZ	8534	2.16	10	7284	2.58	9
TOTAL IMPORT CARS	395387			282059		
VOLVO	7857	1.99	11	7369	2.61	8
FIAT	5620	1.42	13	6919	2.45	10
NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	22834	26.22	1	14583	22.76	2
DATSUN	17735	20.36	2	12855	20.06	3
CHEVROLET L.U.V.*	15767	18.10	3	15039	23.47	1
FORD COURIER*	13224	15.18	4	12507	19.52	4
DODGE D50*	6332	7.27	5	2956	4.61	5
PLYMOUTH ARROW*	3119	3.58	6	1519	2.37	6
TOTAL IMPORT TRUCK	87091			64068		

* DOMESTIC SPONSORED IMPORTS

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10334911	3467910

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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R. 1/80

FEBRUARY 1980 ISSUED 04/80

Supplementing
Polk's Statistics:

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MARCH
1980

pocket summary

of registrations

new cars

new trucks

COURTESY OF
R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	MARCH		% '80 VS '79	% IND	
	1980	1979		1980	1979
A.M.C.	14958	12073	123.90	1.87	1.32
(Concord)	6300	7217	87.29	.79	.79
(Eagle)	2973	–	–	.37	–
Chrysler	13843	20095	68.89	1.73	2.20
(Le Baron)	6332	8233	76.91	.79	.90
Dodge	30704	42402	72.41	3.85	4.65
(Diplomat)	3176	3811	83.34	.40	.42
(Colt)	6220	5018	123.95	.78	.55
(Challenger)	1359	1482	91.70	.17	.16
(Omni)	11011	15161	72.63	1.38	1.67
(Aspen)	5136	9517	53.97	.64	1.04
Plymouth	29596	40370	73.31	3.71	4.42
(Arrow/Champ)	6448	4004	161.04	.81	.44
(Sapporo)	925	1094	84.55	.12	.12
(Horizon)	13331	18958	70.32	1.66	2.07
(Volare)	7706	14820	52.00	.97	1.62
(Gran Fury)	1186	624	190.06	.15	.07
Chrysler Corp.	74143	102867	72.08	9.29	11.27
Ford	112873	145074	77.80	14.14	15.89
(Fiesta)	6763	6541	103.39	.85	.72
(Pinto)	12638	19039	66.38	1.58	2.09
(Fairmont)	33095	29438	112.42	4.15	3.22
(Granada)	5913	13039	45.35	.74	1.43
(Ltd II)	436	4138	10.54	.05	.45
(Mustang)	22092	26128	84.55	2.77	2.86
(T Bird)	19650	18977	103.55	2.46	2.08
Lincoln	6039	12779	47.26	.76	1.40
(Mark)	3032	4823	62.87	.39	.53
(Versailles)	494	1298	38.06	.06	.14
Mercury	33272	47384	70.22	4.17	5.19
(Zephyr)	9427	8840	106.64	1.17	.97
(Monarch)	2287	5328	42.92	.29	.58
(XR7/Cougar)	8043	11501	69.93	1.01	1.26
(Capri)	6129	8160	75.11	.77	.89
(Bobcat)	2781	4704	59.12	.35	.52
Linc/Merc. Div.	39311	60163	65.34	4.93	6.59
Ford Motor Co.	152184	205237	74.15	19.07	22.48
Buick	58375	56696	102.96	7.32	6.21
(Skylark)	14395	4347	331.15	1.80	.48
(Century)	26847	26003	103.25	3.37	2.85
(Riviera)	3279	4954	66.19	.41	.54
Cadillac	18023	27715	65.03	2.26	3.04
(Eldorado)	4139	5743	72.07	.52	.63
(Seville)	3266	3932	83.06	.41	.43
Chevrolet	161032	177014	90.97	20.19	19.40
(Chevette)	38481	31639	121.63	4.84	3.48
(Monza)	12707	14901	85.28	1.59	1.63
(Camaro)	10324	20595	50.13	1.29	2.26
(Citation)	32402	10799	300.05	4.06	1.18
(Malibu)	22105	30062	73.53	2.77	3.29
(Corvette)	3095	3631	85.24	.39	.40
(Monte Carlo)	13563	23205	58.45	1.70	2.54
Oldsmobile	68648	78137	87.86	8.60	8.56
(Omega)	7414	2058	360.25	.93	.23
(Cutlass)	38394	40852	93.98	4.81	4.47
(Toronado)	3117	4619	67.48	.39	.51
Pontiac	54021	68496	78.87	6.77	7.50
(Sunbird)	12118	8740	138.65	1.52	.96
(Phoenix)	8102	3710	218.38	1.02	.41
(Lemans)	7012	10643	65.88	.88	1.17
(Firebird)	7764	15577	49.84	.97	1.69
Gen. Mtrs. Corp.	360099	408058	88.25	45.14	44.71
Misc. Domestic	274	332	82.53	.03	.04
Other Import	196297	184234	106.55	24.60	20.18
U.S. Total	797955	912801	87.42		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END
	1980	1979		1980	1979	1979
A.M.C.	41488	28622	144.95	1.85	1.18	156753
(Concord)	16991	16840	100.90	.76	.70	83124
(Eagle)	8930	–	–	.40	–	11155
Chrysler	37435	58651	63.83	1.67	2.41	243643
(Le Baron)	16202	24155	67.08	.72	.99	100054
Dodge	84503	110392	76.55	3.76	4.55	441600
(Diplomat)	7540	11791	63.95	.34	.49	45815
(Colt)	18089	11132	162.50	.81	.46	60406
(Challenger)	3334	3920	85.05	.15	.16	14192
(Omni)	29277	37159	78.79	1.29	1.53	121525
(Aspen)	16061	25430	63.16	.72	1.05	117253
Plymouth	80091	98177	81.58	3.57	4.04	381071
(Arrow/Champ)	18215	8945	203.63	.81	.37	46080
(Sapporo)	2389	2815	84.87	.11	.12	12239
(Horizon)	35998	45003	79.99	1.61	1.85	143360
(Volare)	21416	37013	57.86	.95	1.52	165664
(Gran Fury)	2073	1919	108.03	.09	.08	3778
Chrysler Corp.	202029	267220	75.60	9.00	11.00	1066314
Ford	299042	395932	75.68	13.34	16.29	1549579
(Fiesta)	19201	15869	121.00	.86	.65	76855
(Pinto)	37624	47713	78.85	1.68	1.96	183276
(Fairmont)	79461	77238	102.88	3.52	3.17	332621
(Granada)	19299	37829	51.02	.86	1.56	141116
(Ltd II)	1547	12788	12.10	.07	.53	28387
(Mustang)	59427	67973	87.43	2.65	2.80	294904
(T'Bird)	46962	51977	90.35	2.09	2.14	210018
Lincoln	21252	38933	54.59	.95	1.60	128097
(Mark)	11125	15133	73.51	.50	.62	54497
(Versailles)	1622	3918	41.40	.07	.16	13511
Mercury	90792	130058	69.81	4.04	5.36	497120
(Zephyr)	23427	24124	97.11	1.04	.99	95248
(Monarch)	7619	14577	52.27	.34	.60	54470
(XR7/Cougar)	20715	33581	61.69	.92	1.39	122618
(Capri)	16615	20850	79.69	.74	.86	88484
(Bobcat)	8254	11496	71.80	.37	.47	43032
Linc/Merc. Div.	112044	168991	66.30	4.99	6.96	625217
Ford Motor Co.	411686	564923	72.87	18.33	23.25	2174796
Buick	167448	157751	106.15	7.46	6.49	686315
(Skylark)	40084	12486	321.03	1.78	.51	104172
(Century)	74797	70714	105.77	3.34	2.91	301459
(Riviera)	10288	13195	77.97	.46	.54	49525
Cadillac	60201	81843	73.56	2.68	3.37	307652
(Eldorado)	12508	15540	80.49	.56	.65	60935
(Seville)	10794	12265	88.01	.48	.50	44120
Chevrolet	462064	483145	95.64	20.57	19.90	2104213
(Chevette)	102280	76490	133.72	4.55	3.15	363216
(Monza)	34308	37139	92.38	1.53	1.53	139045
(Camaro)	31021	57271	54.17	1.38	2.36	203647
(Citation)	93061	34053	273.28	4.14	1.40	290931
(Malibu)	62328	82411	75.63	2.78	3.40	336841
(Corvette)	8603	9550	90.08	.38	.39	40076
(Monte Carlo)	41578	62651	66.36	1.85	2.58	264967
Oldsmobile	193165	216414	89.26	8.60	8.91	931170
(Omega)	18787	6113	307.33	.84	.25	46336
(Cutlass)	106389	113258	93.94	4.73	4.67	510305
(Toronado)	9557	12174	78.50	.43	.50	45348
Pontiac	154637	186667	82.84	6.89	7.68	773816
(Sunbird)	28590	21103	135.48	1.28	.87	86735
(Phoenix)	22445	9845	227.98	1.00	.41	74357
(Lemans)	21192	28494	74.37	.94	1.17	115185
(Firebird)	23186	41955	55.26	1.03	1.72	149955
Gen. Mtrs. Corp.	1037515	1125820	92.16	46.20	46.35	4803166
Misc. Domestic	784	959	81.75	.03	.04	4650
Other Import	552171	441751	125.00	24.59	18.18	2129232
U.S. Total	2245673	2429295	92.44			10334911

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	20471	9.33	57560	91906	62.63	8.71	10.51
Plymouth	2966	1.35	7876	4719	166.90	1.19	.54
Ford	67226	30.64	206560	288530	71.59	31.25	32.99
Chevrolet	67064	30.57	204885	285498	71.76	31.01	32.65
G.M.C.	17011	7.75	51181	67463	75.87	7.75	7.72
I.H.	4490	2.05	16826	26300	63.98	2.55	3.01
Jeep Truck	7051	3.21	23420	39396	59.45	3.54	4.51
Mack	1976	.90	5549	6081	91.25	.84	.70
Kenworth	1123	.51	3284	3541	92.74	.50	.40
Peterbilt	678	.31	2029	2334	86.93	.31	.27
Freightliner	1073	.49	3033	3102	97.78	.46	.35
White	809	.37	2152	3453	62.32	.33	.39
Misc	27462	12.52	76377	52084	146.64	11.56	5.96
U.S. Total	219400		660732	874407	75.56		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	22579	33746	1144	91	–	–	–	–
(Dodge 1)	15199	21071	298	–	–	–	–	–
Plymouth *	5431	2445	–	–	–	–	–	–
Ford	64102	127287	182	–	–	4369	7069	3551
(Ford 2)	27589	39432	–	–	–	–	–	–
Chevrolet	95493	100218	656	–	449	3282	3894	893
(Chevrolet 3)	46014	30762	–	–	–	–	–	–
G.M.C.	12944	27318	1	–	131	2582	4177	4028
(G.M.C. 4)	2685	7773	–	–	–	–	–	–
I.H.	–	4529	–	–	–	3417	4034	4846
Jeep Truck	13816	9604	–	–	–	–	–	–
(Jeep 5)	13816	7160	–	–	–	–	–	–
Mack	–	–	–	–	–	27	–	5522
Kenworth	–	–	–	–	–	–	–	3284
Peterbilt	–	–	–	–	–	–	–	2029
Freightliner	–	–	–	–	–	–	–	3033
White	–	–	–	–	–	–	–	2152
Misc	74456	1	3	4	11	857	571	474
Total	288821	305148	1986	95	591	14534	19745	29812
1979 Total	299041	477564	11781	3899	579	33207	10852	37484
1980 VS '79	96.58	63.90	16.86	2.44	102.07	43.77	181.95	79.53

UNITED STATES SUMMARY

(Memo Total) – To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster & Arrow

4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF KANSAS AND NEARBY AREAS GRAPHICALLY DELINEATED.
REGISTRATIONS FOR THE STATE OF KANSAS ARE NOT ENTERED.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	146229	23.84	1	84643	17.47	1
DATSUN	127473	20.78	2	82421	17.01	2
HONDA	82155	13.39	3	76510	15.79	3
VOLKSWAGEN	55623	9.07	4	72877	15.04	4
MAZDA	37130	6.05	5	25301	5.22	5
SUBARU	28108	4.58	6	21210	4.38	6
FIESTA*	19201	3.13	7	15869	3.28	7
ARROW/CHAMP*	18215	2.97	8	8945	1.85	13
COLT/HATCHBACK*	18089	2.95	9	11132	2.30	11
MERCEDES BENZ	12872	2.10	10	11679	2.41	10
TOTAL IMPORT CARS	613399			484432		
FIAT	10541	1.72	12	11966	2.47	8
VOLVO	12179	1.99	11	11905	2.46	9
NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	35407	26.06	1	23041	21.65	2
DATSUN	27374	20.15	2	20979	19.72	3
CHEVROLET L.U.V.*	23948	17.63	3	25682	24.14	1
FORD COURIER*	20468	15.07	4	20646	19.40	4
DODGE D50*	10371	7.63	5	5629	5.29	5
PLYMOUTH ARROW*	5126	3.77	6	2838	2.67	6
TOTAL IMPORT TRUCK	135862			106406		

* DOMESTIC SPONSORED IMPORTS
UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10334911	3467910

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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of registrations

new cars

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POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	APRIL		% '80 VS '79	% IND	
	1980	1979		1980	1979
A.M.C.	13994	14529	96.32	1.79	1.52
(Concord)	6313	8632	73.13	.81	.90
(Eagle)	2424	–	–	.31	–
Chrysler	13626	19565	69.64	1.74	2.05
(Le Baron)	6913	7702	89.76	.88	.81
Dodge	28366	42352	66.98	3.62	4.43
(Diplomat)	3371	3539	95.25	.43	.37
(Colt)	4900	6293	77.86	.63	.66
(Challenger)	1099	1493	73.61	.14	.16
(Omni)	9179	13044	70.37	1.17	1.36
(Aspen)	5390	10370	51.98	.69	1.08
Plymouth	26503	38561	68.73	3.38	4.03
(Arrow/Champ)	5603	5348	104.77	.71	.56
(Sapporo)	877	1252	70.05	.11	.13
(Horizon)	11014	15620	70.51	1.41	1.63
(Volare)	7485	15196	49.26	.96	1.59
(Gran Fury)	1524	365	417.53	.19	.04
Chrysler Corp.	68495	100478	68.17	8.74	10.51
Ford	109316	147680	74.02	13.95	15.45
(Fiesta)	6326	6985	90.57	.81	.73
(Pinto)	12943	20249	63.92	1.65	2.12
(Fairmont)	30720	31241	98.33	3.93	3.27
(Granada)	6140	13497	45.49	.78	1.41
(Ltd II)	345	2687	12.84	.04	.28
(Mustang)	23741	29830	79.59	3.03	3.12
(T Bird)	13545	17069	79.35	1.73	1.79
Lincoln	6425	11968	53.68	.82	1.25
(Mark)	3071	4514	68.03	.39	.47
(Versailles)	568	1211	46.90	.07	.13
Mercury	30592	47783	64.02	3.90	5.00
(Zephyr)	8537	9362	91.19	1.08	.98
(Monarch)	2222	5599	39.69	.28	.59
(XR7/Cougar)	5305	10892	48.71	.68	1.13
(Capri)	6474	9326	69.42	.83	.98
(Bobcat)	2870	4483	64.02	.37	.47
Linc/Merc. Div.	37017	59751	61.95	4.72	6.25
Ford Motor Co.	146333	207431	70.55	18.67	21.70
Buick	58624	58853	99.61	7.48	6.16
(Skylark)	14661	5409	271.05	1.87	.57
(Century)	27835	27094	102.73	3.55	2.83
(Riviera)	3262	5125	63.65	.42	.54
Cadillac	17060	28327	60.23	2.18	2.96
(Eldorado)	4145	6129	67.63	.54	.64
(Seville)	3172	3960	80.10	.40	.41
Chevrolet	153921	186768	82.41	19.63	19.54
(Chevette)	35925	34295	104.75	4.58	3.59
(Monza)	12486	14558	85.77	1.59	1.52
(Camaro)	10763	20133	53.46	1.37	2.11
(Citation)	33727	16256	207.47	4.30	1.70
(Malibu)	23808	31747	74.99	3.04	3.32
(Corvette)	3157	3637	86.80	.40	.38
(Monte Carlo)	13631	23894	57.05	1.74	2.50
Oldsmobile	70670	81975	86.21	9.02	8.58
(Omega)	7587	2206	343.93	.97	.23
(Cutlass)	40954	43470	94.21	5.23	4.55
(Toronado)	2993	4594	65.15	.38	.48
Pontiac	52387	69111	75.80	6.68	7.23
(Sunbird)	11357	8851	128.31	1.45	.93
(Phoenix)	8239	4150	198.53	1.05	.43
(Lemans)	6587	10690	61.62	.84	1.12
(Firebird)	8265	15158	54.53	1.05	1.58
Gen. Mtrs. Corp.	352662	425034	82.97	44.99	44.47
Misc. Domestic	358	372	96.24	.05	.04
Other Import	201899	207963	97.08	25.76	21.76
U.S. Total	783741	955807	82.00		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END 1979
	1980	1979		1980	1979	
A.M.C.	55482	43151	128.58	1.83	1.27	156753
(Concord)	23304	25472	91.49	.77	.75	83124
(Eagle)	11354	–	–	.37	–	11155
Chrysler	51061	78216	65.28	1.69	2.31	243643
(Le Baron)	23115	31857	72.56	.77	.94	100054
Dodge	112869	152764	73.89	3.72	4.51	441600
(Diplomat)	10911	15330	71.17	.36	.45	45815
(Colt)	22989	17425	131.93	.76	.51	60406
(Challenger)	4433	5413	81.90	.15	.16	14192
(Omni)	33456	50203	76.60	1.26	1.49	121525
(Aspen)	21451	35800	59.92	.71	1.06	117253
Plymouth	106594	136738	77.95	3.52	4.04	381071
(Arrow/Champ)	23818	14293	166.64	.79	.42	46080
(Sapporo)	3266	4067	80.30	.11	.12	12239
(Horizon)	47012	60623	77.55	1.55	1.79	143360
(Volare)	28901	52209	55.36	.95	1.54	165664
(Gran Fury)	3597	2284	157.49	.12	.07	3778
Chrysler Corp.	270524	367698	73.57	8.93	10.86	1066314
Ford	408958	543612	75.23	13.50	16.06	1549579
(Fiesta)	25527	22854	111.70	.84	.68	76855
(Pinto)	50567	67962	74.40	1.67	2.01	183276
(Fairmont)	110181	108479	101.57	3.63	3.19	332621
(Granada)	25439	51326	49.56	.84	1.52	141116
(Ltd II)	1892	15475	12.23	.06	.46	28387
(Mustang)	83163	97803	85.04	2.75	2.89	294904
(T Bird)	60507	69046	87.63	2.00	2.04	210018
Lincoln	27677	50901	54.37	.91	1.50	128097
(Mark)	14196	19647	72.26	.47	.58	54497
(Versailles)	2190	5129	42.70	.07	.15	13511
Mercury	121384	177841	68.25	4.01	5.26	497120
(Zephyr)	31964	33486	95.45	1.06	.99	95248
(Monarch)	9841	20176	48.78	.32	.60	54470
(XR7/Cougar)	26020	44473	58.51	.86	1.32	122618
(Capri)	23089	30176	76.51	.76	.89	88484
(Bobcat)	11124	15979	69.62	.37	.47	43032
Linc/Merc. Div.	149061	228742	65.17	4.92	6.76	625217
Ford Motor Co.	558019	772354	72.25	18.42	22.82	2174796
Buick	226072	216604	104.37	7.46	6.40	686315
(Skylark)	54745	17895	305.92	1.81	.53	104172
(Century)	102632	97808	104.93	3.38	2.89	301459
(Riviera)	13550	18320	73.96	.45	.54	49525
Cadillac	77261	110170	70.13	2.55	3.25	307652
(Eldorado)	16653	21669	76.85	.55	.63	60935
(Seville)	13966	16225	86.08	.46	.48	44120
Chevrolet	615985	669913	91.95	20.34	19.80	2104213
(Chevette)	138205	110785	124.75	4.57	3.27	363216
(Monza)	46794	51697	90.52	1.54	1.53	139045
(Camaro)	41787	77404	53.98	1.38	2.29	203647
(Citation)	126788	50309	252.02	4.19	1.49	290931
(Malibu)	86136	114158	75.45	2.84	3.37	336841
(Corvette)	11760	13187	89.18	.39	.39	40076
(Monte Carlo)	55209	86545	63.79	1.82	2.56	264967
Oldsmobile	263835	298389	88.42	8.71	8.81	931170
(Omega)	26374	8319	317.03	.87	.25	46336
(Cutlass)	147343	156728	94.01	4.87	4.62	510305
(Toronado)	12550	16768	74.84	.41	.50	45348
Pontiac	207024	255778	80.94	6.83	7.56	773816
(Sunbird)	39947	29954	133.36	1.31	.88	86735
(Phoenix)	30684	13995	219.25	1.01	.41	74357
(Lemans)	27779	39184	70.89	.92	1.16	115185
(Firebird)	31451	57113	55.07	1.04	1.70	149955
Gen. Mtrs. Corp.	1390177	1550854	89.64	45.89	45.82	4803166
Misc. Domestic	1142	1331	85.80	.04	.04	4650
Other Import	754070	649714	116.06	24.89	19.19	2129232
U.S. Total	3029414	3385102	89.49			10334911

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	APRIL	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	20807	9.43	78367	124786	62.80	8.89	10.53
Plymouth	2784	1.26	10660	6680	159.58	1.21	.56
Ford	73948	33.54	280508	387514	72.39	31.82	32.71
Chevrolet	64323	29.16	269208	384492	70.02	30.55	32.45
GMC	15463	7.01	56644	91146	73.12	7.56	7.69
IH	4170	1.89	20596	36536	57.47	2.38	3.08
Jeep Truck	6474	2.93	24894	50802	58.84	3.39	4.29
Mack	2169	.98	7718	9794	78.80	.88	.83
Kenworth	1147	.52	4431	4809	92.14	.50	.41
Peterbilt	782	.35	2811	3227	87.11	.32	.27
Freightliner	1264	.57	4297	4285	100.28	.49	.36
White	740	.34	2892	4564	63.37	.33	.39
Misc	26524	12.02	102501	76136	135.15	11.58	6.43
U.S. Total	220595		881327	1184771	74.39		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS — YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6.10	GVW 3 10.14	GVW 4 14.16	GVW 5 16.19.5	GVW 6 19.5.26	GVW 7 26.33	GVW 8 33 & OVER
Dodge	30953	45683	1592	134	–	–	–	–
(Dodge 1)	20881	29273	647	–	–	–	–	–
(Plymouth *)	7314	3346	–	–	–	–	–	–
Ford	86302	170743	246	–	–	6599	11460	5158
(Ford 2)	37039	54861	–	–	–	–	–	–
Chevrolet	127706	129367	697	–	620	4457	5162	1189
(Chevrolet 3)	61292	38951	–	–	–	–	–	–
GMC	16974	34821	4	–	191	3354	5580	5720
(GMC 4)	3443	9990	–	–	–	–	–	–
IH	–	5562	–	–	–	4232	5067	6135
Jeep Truck	18122	11772	–	–	–	–	–	–
(Jeep 5)	18122	8784	–	–	–	–	–	–
Mack	–	–	–	–	–	67	–	7651
Kenworth	–	–	–	–	–	–	–	4431
Peterbilt	–	–	–	–	–	–	–	2811
Freightliner	–	–	–	–	–	–	–	4297
White	–	–	–	–	–	–	–	2892
Misc	10031	3	10	4	12	1122	775	664
Total	387682	401297	2549	143	833	19831	28044	40948
1979 Total	412784	635110	17912	4257	854	45237	14969	53648
1980 VS 79	93.92	63.19	14.23	3.36	97.54	43.84	187.35	76.33

UNITED STATES SUMMARY

(Memo Total) — To be included in GVW 1, 2 & 3

1. Includes Vans, Ramcharger & D50
2. Includes Courier, Ranchero, Bronco and Vans
3. Includes El Camino, Blazer, L.U.V. and Vans
4. Includes Vans, Jimmy & Caballero
5. Includes CJ's, Cherokee and Wagoneer

* Plymouth Includes Trail Duster & Arrow

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	196176	23.52	1	129687	18.17	1
DATSUN	176009	21.10	2	124164	17.40	2
HONDA	112305	13.46	3	111660	15.64	3
VOLKSWAGEN	79017	9.47	4	102264	14.33	4
MAZDA	49156	5.89	5	39170	5.49	5
SUBARU	37080	4.45	6	30429	4.26	6
FIESTA*	25527	3.06	7	22854	3.20	7
ARROW/CHAMP*	23818	2.86	8	14293	2.00	13
COLT/HATCHBACK*	22989	2.76	9	17425	2.44	9
MERCEDES BENZ	17099	2.05	10	16318	2.29	11
TOTAL IMPORT CARS	834103			713766		
FIAT	15673	1.88	12	17833	2.50	8
VOLVO	16509	1.98	11	16691	2.34	10

NEW IMPORTED TRUCKS
LEADING MAKES

TOYOTA	46959	25.70	1	33048	21.73	2
DATSUN	36327	19.88	2	31547	20.74	3
CHEVROLET L.U.V.*	32038	17.54	3	35237	23.17	1
FORD COURIER*	27357	14.97	4	28172	18.52	4
DODGE D50*	14078	7.71	5	8858	5.82	5
PLYMOUTH ARROW*	6897	3.78	6	4348	2.86	6
TOTAL IMPORT TRUCK	182692			152092		

* DOMESTIC SPONSORED IMPORTS

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10334911	3467910

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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POLK STATISTICS

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NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	MAY		% '80 VS '79	% MKT	
	1980	1979		1980	1979
A.M.C.	13040	15174	85.94	1.78	1.54
(Concord)	6313	9310	67.81	.86	.95
(Eagle)	1871	-	-	.26	-
Chrysler	10667	19491	54.73	1.45	1.98
(Le Baron)	5123	8751	58.54	.69	.89
Dodge	24517	43739	56.05	3.35	4.43
(Diplomat)	2605	3979	65.47	.36	.40
(Colt)	4329	7929	54.60	.59	.80
(Challenger)	1091	1430	76.29	.15	.14
(Omni)	7474	11284	66.24	1.02	1.14
(Aspen)	5181	11905	43.52	.71	1.22
Plymouth	23737	39162	60.61	3.24	3.97
(Arrow/Champ)	4981	6008	82.91	.68	.61
(Sapporo)	850	1411	60.24	.12	.14
(Horizon)	8783	13198	66.55	1.19	1.34
(Volare)	7605	17384	43.75	1.04	1.76
(Gran Fury)	1518	321	472.90	.21	.03
Chrysler Corp.	58921	102392	57.54	8.04	10.38
Ford	93476	145840	64.09	12.75	14.78
(Fiesta)	5414	7391	73.25	.74	.75
(Pinto)	12673	19072	66.45	1.73	1.93
(Fairmont)	25083	30044	81.85	3.41	3.11
(Granada)	6282	13992	44.90	.86	1.42
(Ltd II)	351	2994	11.72	.05	.30
(Mustang)	21542	29969	71.88	2.94	3.04
(T'Bird)	9245	15204	60.81	1.26	1.54
Lincoln	5830	10851	53.73	.80	1.10
(Mark)	2883	4195	68.72	.40	.43
(Versailles)	428	1093	39.16	.06	.11
Mercury	26192	45783	57.21	3.57	4.64
(Zephyr)	7136	9046	78.89	.98	.92
(Monarch)	2344	5520	42.46	.32	.56
(XR7/Cougar)	3959	10150	39.00	.54	1.02
(Capri)	5742	9239	62.15	.78	.94
(Bobcat)	2597	4096	63.40	.35	.42
Linc/Merc. Div.	32022	56634	56.54	4.37	5.74
Ford Motor Co.	125498	202474	61.98	17.12	20.52
Buick	57321	63126	90.80	7.82	6.40
(Skylark)	14500	9500	152.63	1.98	.96
(Century)	27968	28506	98.11	3.82	2.90
(Riviera)	3088	5071	60.90	.42	.51
Cadillac	15966	26570	60.09	2.18	2.69
(Eldorado)	3840	6225	61.69	.52	.63
(Seville)	2769	3368	82.21	.38	.34
Chevrolet	144872	199554	72.60	19.74	20.23
(Chevette)	29913	37749	79.24	4.08	3.83
(Monza)	12000	13935	86.11	1.64	1.41
(Camaro)	10895	20067	54.30	1.49	2.03
(Citation)	34679	29978	115.68	4.70	3.04
(Malibu)	22772	30960	73.55	3.11	3.14
(Corvette)	3286	3526	93.19	.45	.36
(Monte Carlo)	12792	23074	55.44	1.74	2.34
Oldsmobile	68573	89152	76.92	9.35	9.04
(Omega)	7625	4494	169.67	1.04	.46
(Cutlass)	40491	47898	84.54	5.52	4.86
(Toronado)	2746	5049	54.39	.37	.51
Pontiac	50854	74408	68.34	6.94	7.54
(Sunbird)	10605	8958	118.40	1.44	.91
(Phoenix)	8346	8149	102.42	1.14	.83
(Lemans)	6712	11506	58.33	.92	1.17
(Firebird)	8215	15124	54.32	1.12	1.52
Gen. Mtrs. Corp.	337586	452810	74.55	46.03	45.90
Misc. Domestic	189	553	34.18	.03	.06
Other Import	197995	213120	92.90	27.00	21.60
U.S. Total	733229	986523	74.32		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND.		YEAR END 1979
	1980	1979		1980	1979	
A.M.C.	68607	58325	117.63	1.82	1.33	150926
(Concord)	29672	34782	85.31	.79	.79	83231
(Eagle)	13238	-	-	.35	-	11164
Chrysler	61814	97707	63.26	1.64	2.24	243842
(Le Baron)	28288	40608	69.66	.75	.93	100181
Dodge	137582	196483	70.02	3.65	4.49	442260
(Diplomat)	13532	19309	70.08	.36	.44	45852
(Colt)	27371	25354	107.96	.73	.58	60656
(Challenger)	5534	6843	80.87	.15	.16	14217
(Omni)	45990	61487	74.80	1.21	1.40	121640
(Aspen)	26681	47705	55.93	.71	1.09	117395
Plymouth	130776	175900	74.35	3.46	4.02	381844
(Arrow/Champ)	28996	20301	142.83	.77	.46	46352
(Sapporo)	4157	5478	75.89	.11	.13	12267
(Horizon)	55879	73821	75.70	1.47	1.69	143477
(Volare)	36628	69593	52.63	.97	1.59	166020
(Gran Fury)	5116	2605	196.39	.14	.06	3778
Chrysler Corp.	330172	470090	70.24	8.75	10.75	1067946
Ford	503694	689452	73.06	13.34	15.77	1552097
(Fiesta)	30980	30245	102.43	.82	.69	76919
(Pinto)	63389	87034	72.83	1.68	1.99	183546
(Fairmont)	135596	139123	97.46	3.60	3.19	333456
(Granada)	31828	65318	48.73	.84	1.49	141375
(Ltd II)	2248	18469	12.17	.06	.42	28400
(Mustang)	105056	127772	82.22	2.78	2.92	295511
(T'Bird)	69919	84250	82.99	1.85	1.93	210249
Lincoln	33752	61752	54.66	.89	1.41	128262
(Mark)	17283	23842	72.49	.45	.55	54597
(Versailles)	2044	6222	42.49	.07	.14	13539
Mercury	148026	223624	66.19	3.93	5.12	498326
(Zephyr)	39261	42532	92.31	1.05	.97	95787
(Monarch)	12228	25696	47.59	.32	.59	54558
(XR7/Cougar)	30082	54623	55.07	.80	1.26	122808
(Capri)	28922	39415	73.38	.77	.90	88734
(Bobcat)	13744	20075	68.46	.36	.46	43097
Linc/Merc. Div.	181778	285376	63.70	4.82	6.53	626588
Ford Motor Co.	685472	974828	70.32	18.16	22.30	2178685
Buick	284034	279730	101.54	7.52	6.40	687182
(Skylark)	69515	27395	253.75	1.84	.63	104458
(Century)	130871	126314	103.61	3.47	2.88	301885
(Riviera)	10080	23391	71.31	.44	.54	49587
Cadillac	93371	136740	68.28	2.47	3.13	307897
(Eldorado)	20544	27894	73.65	.55	.64	61000
(Seville)	16784	19593	85.66	.44	.45	44216
Chevrolet	761951	869467	87.63	20.18	19.90	2106404
(Chevette)	168370	148534	113.35	4.46	3.41	303044
(Monza)	58813	65632	89.61	1.56	1.50	139073
(Camaro)	52799	97471	54.17	1.40	2.23	203904
(Citation)	161766	80287	201.48	4.28	1.84	291615
(Malibu)	109068	145118	75.16	2.89	3.32	337164
(Corvette)	15137	16713	90.57	.40	.38	40164
(Monte Carlo)	68080	109619	62.11	1.80	2.51	265110
Oldsmobile	332715	387541	85.85	8.81	8.86	931836
(Omega)	34036	12813	265.64	.90	.29	40495
(Cutlass)	188074	204626	91.91	4.98	4.68	510757
(Toronado)	15298	21817	70.12	.41	.50	45356
Pontiac	258361	330186	78.25	6.84	7.55	774525
(Sunbird)	50620	38912	130.09	1.34	.89	86849
(Phoenix)	39244	22144	177.22	1.04	.51	74560
(Lemans)	34535	50690	68.13	.91	1.16	115301
(Firebird)	39736	72237	55.01	1.05	1.65	150048
Gen. Mtrs. Corp.	1730432	2003604	86.36	45.82	45.84	4807844
Misc. Domestic	1331	1884	70.65	.04	.04	4052
Other Import	959160	862834	111.16	25.41	19.74	2140642
U.S. Total	3775174	4371625	86.36			10356695

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	20837	10.07	99381	155968	63.72	9.10	10.41
Plymouth	2362	1.14	13065	8581	152.25	1.20	.57
Ford	66069	31.93	347279	486314	71.41	31.80	32.47
Chevrolet	60380	29.19	330142	484829	68.09	30.25	32.37
G.M.C.	15423	7.46	82197	114710	71.66	7.53	7.66
I.H.	3956	1.91	25071	46793	53.58	2.30	3.12
Jeep Truck	6203	3.00	36255	62560	57.95	3.32	4.18
Mack	1964	.95	9584	12758	75.91	.89	.85
Kenworth	1173	.57	5622	6267	89.71	.52	.42
Peterbilt	647	.31	3462	4120	84.03	.32	.28
Freightliner	943	.46	5240	5710	91.77	.48	.38
White	595	.29	3491	5709	61.15	.32	.38
Misc.	26310	12.72	130640	103496	126.23	11.97	6.91
U.S. Total	206868		1091529	1497815	72.87		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS -- YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	39480	57749	2004	142	-	-	-	-
(Dodge 1)	26465	37286	890	-	-	-	-	-
Plymouth *	8998	4067	-	-	-	-	-	-
Ford	107039	210607	297	-	-	8363	14349	6624
(Ford 2)	45646	69659	-	-	-	-	-	-
Chevrolet	157979	157430	706	-	756	5578	6224	1469
(Chevrolet 3)	74772	46902	-	-	-	-	-	-
G.M.C.	21387	42209	4	-	285	4254	6749	7309
(G.M.C. 4)	4271	11938	-	-	-	-	-	-
I.H.	-	6700	-	-	-	5203	5972	7196
Jeep Truck	22335	13920	-	-	-	-	-	-
(Jeep 5)	22335	10349	-	-	-	-	-	-
Mack	-	-	-	-	-	98	-	9586
Kenworth	-	-	-	-	-	-	-	5622
Peterbilt	-	-	-	-	-	-	-	3462
Freightliner	-	-	-	-	-	-	-	5240
White	-	-	-	-	-	-	-	3491
Misc.	127374	4	11	6	13	1312	997	923
Total	484598	492686	3022	148	1054	24808	34291	50922
1979 Total	530138	791647	22983	4323	1135	58155	19139	70295
1980 VS '79	91.41	62.24	13.15	3.42	92.86	42.66	179.17	72.44

UNITED STATES SUMMARY

(Memo Total) -- To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster & Arrow

4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	247714	23.45	1	178427	18.76	1
DATSUN	223949	21.20	2	168419	17.71	2
HONDA	144082	13.64	3	145951	15.35	3
VOLKSWAGEN	103091	9.76	4	130339	13.70	4
MAZDA	62742	5.94	5	53996	5.68	5
SUBARU	48627	4.60	6	40087	4.22	6
FIESTA*	30980	2.93	7	30245	3.18	7
ARROW/CHAMP*	28996	2.75	8	20301	2.13	12
COLT/HATCHBACK*	27371	2.59	9	25354	2.67	8
MERCEDES BENZ	20972	1.99	10	20975	2.21	11
TOTAL IMPORT CARS	1056198			951055		
FIAT	18955	1.79	12	23750	2.50	9
VOLVO	20631	1.95	11	21259	2.24	10

NEW IMPORTED TRUCKS
LEADING MAKES

TOYOTA	58835	25.79	1	45377	22.65	1
DATSUN	46251	20.27	2	43167	21.55	3
CHEVROLET L.U.V.*	38857	17.03	3	44739	22.33	2
FORD COURIER*	33471	14.67	4	34859	17.40	4
DODGE D50*	17499	7.67	5	12238	6.11	5
PLYMOUTH ARROW*	8501	3.73	6	5878	2.93	6
TOTAL IMPORT TRUCK	228158			200342		

* DOMESTIC SPONSORED IMPORTS

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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MAY 1980 ISSUED 07/80

R. 1/80

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Polk's Statistics:

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JUNE
1980

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	JUNE		% '80 VS '79	% IND	
	1980	1979		1980	1979
A.M.C.	11131	13398	83.08	1.65	1.53
(Concord)	5402	7786	69.38	.80	.89
(Eagle)	1614	–	–	.24	–
Chrysler	8673	17574	49.35	1.28	2.00
(Le Baron)	3797	8189	46.37	.56	.93
Dodge	21266	40767	52.16	3.15	4.65
(Diplomat)	2024	3945	51.31	.30	.45
(Colt)	3421	7439	45.99	.51	.85
(Challenger)	974	1280	76.09	.14	.15
(Omni)	6624	10649	62.20	.98	1.21
(Aspen)	4875	10693	45.59	.72	1.22
Plymouth	20837	34876	59.75	3.08	3.97
(Arrow/Champ)	4273	5333	80.12	.63	.61
(Sapporo)	812	1332	60.96	.12	.15
(Horizon)	7870	12337	63.79	1.16	1.41
(Volare)	6474	14916	43.40	.96	1.69
(Gran Fury)	1408	222	634.23	.21	.03
Chrysler Corp.	50776	93217	54.47	7.51	10.62
Ford	93837	128646	72.94	13.89	14.65
(Fiesta)	4990	7704	64.77	.74	.88
(Pinto)	16179	16185	99.96	2.39	1.84
(Fairmont)	24482	27968	87.54	3.64	3.19
(Granada)	6302	12150	51.87	.93	1.38
(Ltd II)	295	1728	17.07	.04	.20
(Mustang)	20159	26513	76.03	2.98	3.02
(T'Bird)	8423	12826	65.67	1.25	1.46
Lincoln	5317	7808	68.10	.79	.89
(Mark)	2515	2982	84.34	.38	.34
(Versailles)	479	878	54.56	.07	.10
Mercury	23439	39929	58.70	3.46	4.55
(Zephyr)	6041	8370	72.17	.88	.95
(Monarch)	2198	4911	44.76	.33	.56
(XR7/Cougar)	3546	8855	40.05	.52	1.02
(Capri)	5398	8093	66.70	.80	.92
(Bobcat)	2232	3793	58.85	.33	.43
Linc/Merc. Div.	28756	47737	60.24	4.25	5.44
Ford Motor Co.	122593	176383	69.50	18.14	20.09
Buick	52157	56211	92.79	7.72	6.40
(Skylark)	13360	9775	136.68	1.98	1.11
(Century)	25000	25750	97.09	3.70	2.94
(Riviera)	2885	4433	65.08	.43	.50
Cadillac	14987	20398	73.47	2.22	2.32
(Eldorado)	3606	4792	75.25	.54	.54
(Seville)	2252	2524	89.22	.33	.29
Chevrolet	130308	183183	71.14	19.27	20.85
(Chevette)	26094	36554	71.38	3.86	4.16
(Monza)	11785	11533	102.19	1.74	1.31
(Camaro)	9876	18188	54.30	1.46	2.07
(Citation)	29549	29952	98.65	4.36	3.41
(Malibu)	20610	28511	72.29	3.05	3.25
(Corvette)	2980	3114	95.70	.44	.35
(Monte Carlo)	11669	20284	57.53	1.73	2.31
Oldsmobile	61811	80562	76.72	9.14	9.18
(Omega)	6770	4756	142.35	1.00	.54
(Cutlass)	35484	44429	79.87	5.25	5.07
(Toronado)	2643	4029	65.60	.39	.46
Pontiac	46742	65303	71.58	6.91	7.44
(Sunbird)	9711	7770	124.98	1.44	.88
(Phoenix)	8063	7716	104.50	1.19	.88
(Lemans)	5677	10214	55.58	.84	1.16
(Firebird)	7659	13564	56.47	1.13	1.55
Gen. Mtrs. Corp.	306005	405657	75.43	45.26	46.19
Misc. Domestic	516	457	112.91	.08	.05
Other Import	184943	188938	97.89	27.36	21.52
U.S. Total	675964	878050	76.98		

UNITED STATES SUMMARY

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JUNE 1980 ISSUED 08/80

R. 1-80

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END 1979
	1980	1979		1980	1979	
A.M.C.	79738	71723	111.17	1.79	1.37	156926
(Concord)	35074	42568	82.40	.79	.81	83231
(Eagle)	14852	–	–	.33	–	11164
Chrysler	70487	115281	61.14	1.58	2.20	243842
(Le Baron)	32085	48797	65.75	.72	.93	100181
Dodge	158848	237250	66.95	3.57	4.51	442260
(Diplomat)	15556	23254	66.90	.35	.44	45852
(Colt)	30792	32793	93.90	.69	.62	60656
(Challenger)	6508	8123	80.12	.15	.15	14217
(Omni)	52614	72136	72.94	1.18	1.38	121640
(Aspen)	31556	58398	54.04	.71	1.11	117395
Plymouth	151613	210776	71.93	3.41	4.02	381844
(Arrow/Champ)	33269	25634	129.78	.75	.49	46352
(Sapporo)	4969	6810	72.97	.11	.13	12267
(Horizon)	63749	86158	73.99	1.43	1.65	143477
(Volare)	43102	84509	51.00	.97	1.61	166020
(Gran Fury)	6524	2827	230.77	.15	.05	3778
Chrysler Corp.	380948	563307	67.63	8.56	10.73	1067946
Ford	597531	818098	73.04	13.42	15.58	1552097
(Fiesta)	35970	37949	94.79	.81	.72	76919
(Pinto)	79568	103219	77.09	1.79	1.97	183546
(Fairmont)	160078	167091	95.80	3.58	3.18	333456
(Granada)	38130	77468	49.22	.86	1.48	141375
(Ltd II)	2543	20197	12.59	.06	.38	28400
(Mustang)	125215	154285	81.16	2.81	2.94	295511
(T'Bird)	78342	97076	80.70	1.76	1.85	210249
Lincoln	39069	69560	56.17	.88	1.33	128262
(Mark)	19798	26824	73.81	.45	.51	54597
(Versailles)	3123	7100	43.99	.07	.14	13539
Mercury	171465	263553	65.06	3.85	5.02	498326
(Zephyr)	45302	50902	89.00	1.02	.97	95787
(Monarch)	14426	30607	47.13	.32	.58	54558
(XR7/Cougar)	33628	63478	52.98	.76	1.22	122808
(Capri)	34320	47508	72.24	.77	.90	88734
(Bobcat)	15976	23868	66.93	.36	.45	43097
Lnc/Merc. Div.	210534	333113	63.20	4.73	6.35	626588
Ford Motor Co.	808065	1151211	70.19	18.15	21.93	2178685
Buick	336191	335941	100.07	7.55	6.40	687182
(Skylark)	82875	37170	222.96	1.86	.71	104458
(Century)	155871	152064	102.50	3.50	2.90	301885
(Riviera)	19565	27824	70.32	.44	.53	49587
Cadillac	108358	157138	68.96	2.43	2.99	307897
(Eldorado)	24150	32686	73.88	.54	.62	61000
(Seville)	19036	22117	86.07	.43	.42	44216
Chevrolet	892259	1052650	84.76	20.07	20.06	2106404
(Chevette)	194464	185088	105.07	4.39	3.54	363644
(Monza)	70598	77165	91.49	1.59	1.47	139073
(Camaro)	62675	115659	54.19	1.41	2.20	203904
(Citation)	191315	110239	173.55	4.30	2.10	291615
(Malibu)	129678	173629	74.69	2.91	3.31	337164
(Corvette)	18117	19827	91.38	.41	.38	40164
(Monte Carlo)	79749	129903	61.39	1.79	2.47	265110
Oldsmobile	394526	468103	84.28	8.86	8.92	931836
(Omega)	40806	17569	232.26	.92	.33	46495
(Cutlass)	223558	249055	89.76	5.02	4.75	510757
(Toronado)	17941	25846	69.41	.40	.49	45354
Pontiac	305103	395489	77.15	6.85	7.53	774525
(Sunbird)	60331	46682	129.24	1.36	.89	86849
(Phoenix)	47307	29860	158.43	1.06	.57	74560
(Lemans)	40212	60904	66.03	.90	1.16	115301
(Firebird)	47395	85801	55.24	1.06	1.63	150048
Gen. Mtrs. Corp.	2036437	2409321	84.52	45.76	45.90	4807844
Misc. Domestic	1847	2341	78.90	.04	.04	4652
Other Import	1144103	1051772	108.78	25.70	20.03	2140642
U.S. Total	4451138	5249675	84.79			10356695

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JUNE	% IND.	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	20384	9.68	119765	184165	65.03	9.20	10.38
Plymouth	2190	1.04	15255	10175	149.93	1.17	.57
Ford	68320	32.42	415599	572434	72.60	31.92	32.25
Chevrolet	64894	30.80	395036	570616	69.23	30.34	32.15
G.M.C.	15456	7.34	97653	135792	71.91	7.50	7.65
I.H.	4673	2.22	29744	56361	52.77	2.28	3.18
Jeep Truck	6253	2.97	42508	73424	57.89	3.26	4.14
Mack	1765	.84	11449	15247	75.09	.88	.86
Kenworth	821	.39	6443	7386	87.23	.49	.42
Peterbilt	485	.23	3947	4765	82.83	.30	.27
Freightliner	764	.36	6004	6612	90.80	.46	.37
White	540	.26	4031	6655	60.57	.31	.37
Misc.	24128	11.45	154768	131077	118.07	11.89	7.39
U.S. Total	210673		1302202	1774709	73.38		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS -- YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	47495	69513	2613	144	–	–	–	–
(Dodge 1)	31948	44777	1307	–	–	–	–	–
Plymouth *	10363	4892	–	–	–	–	–	–
Ford	126902	252913	366	–	–	10088	17498	7832
(Ford 2)	53234	84713	–	–	–	–	–	–
Chevrolet	189662	188562	716	–	850	6424	7141	1681
(Chevrolet 3)	86346	55283	–	–	–	–	–	–
G.M.C.	26380	50088	4	–	336	4798	7589	8458
(G.M.C. 4)	5007	14023	–	–	–	–	–	–
I.H.	–	8112	–	–	–	5897	7049	8686
Jeep Truck	26495	16013	–	–	–	–	–	–
(Jeep 5)	26495	11915	–	–	–	–	–	–
Mack	–	–	–	–	–	140	–	11309
Kenworth	–	–	–	–	–	–	–	6443
Peterbilt	–	–	–	–	–	–	–	3947
Freightliner	–	–	–	–	–	–	–	6004
White	–	–	–	–	–	–	–	4031
Misc.	150887	8	11	6	13	1542	1173	1128
Total	578184	590101	3710	150	1199	28889	40450	59519
1979 Total	636248	930036	27258	4330	1366	68792	23048	83631
1980 VS '79	90.87	63.45	13.61	3.46	87.77	41.99	175.50	71.17

UNITED STATES SUMMARY

(Memo Total) -- To be included in GVW 1, 2 & 3

1. Includes Vans, Ramcharger & D50
2. Includes Courier, Ranchero, Bronco and Vans
3. Includes El Camino, Blazer, L.U.V. and Vans
4. Includes Vans, Jimmy & Caballero
5. Includes CJ's, Cherokee and Wagoneer

* Plymouth Includes Trail Duster & Arrow

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	293524	23.38	1	221989	19.09	1
DATSUN	266349	21.21	2	206777	17.78	2
HONDA	173680	13.83	3	173021	14.88	3
VOLKSWAGEN	124610	9.92	4	156397	13.45	4
MAZDA	75388	6.00	5	67761	5.83	5
SUBARU	59507	4.74	6	49310	4.24	6
FIESTA*	35970	2.86	7	37949	3.26	7
ARROW/CHAMP*	33259	2.65	8	25634	2.20	11
COLT/HATCHBACK*	30792	2.45	9	32793	2.82	8
MERCEDES BENZ	24766	1.97	10	24954	2.15	12
TOTAL IMPORT CARS	125561			1163081		
FIAT	21187	1.69	12	30024	2.58	9
VOLVO	24421	1.94	11	25653	2.21	10

NEW IMPORTED TRUCKS
LEADING MAKES

TOYOTA	69125	25.82	1	58535	23.95	1
DATSUN	54892	20.50	2	54477	22.29	2
CHEVROLET L.U.V.*	44408	16.59	3	51551	21.09	3
FORD COURIER*	38880	14.52	4	40296	16.49	4
DODGE D50*	20829	7.78	5	15265	6.25	5
PLYMOUTH ARROW*	9801	3.66	6	7244	2.96	6
TOTAL IMPORT TRUCK	267717			244406		

* DOMESTIC SPONSORED IMPORTS

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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1980

pocket summary

of registrations

new cars

new trucks

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POLK STATISTICS

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NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	JULY		% '80 VS '79	% IND	
	1980	1979		1980	1979
A.M.C.	10598	14310	74.06	1.48	1.56
(Concord)	4584	8066	56.83	.64	.88
(Eagle)	2094	–	–	.29	–
Chrysler	9192	19070	48.20	1.28	2.08
(Le Baron)	3633	7894	49.82	.55	.86
Dodge	23735	40156	59.11	3.31	4.39
(Diplomat)	2153	3591	59.96	.30	.39
(Colt)	3586	6752	53.11	.50	.74
(Challenger)	961	1383	69.49	.13	.15
(Omni)	8091	10666	75.86	1.13	1.17
(Aspen)	5254	9933	52.89	.73	1.08
Plymouth	22607	34091	66.31	3.16	3.72
(Arrow/Champ)	4075	4749	85.81	.57	.52
(Sapporo)	819	1343	60.98	.11	.15
(Horizon)	9899	11786	83.99	1.39	1.29
(Volare)	5978	15101	39.59	.83	1.64
(Gran Fury)	1836	171	–	.26	.02
Chrysler Corp.	55534	93317	59.51	7.75	10.19
Ford	93011	131358	70.81	12.99	14.34
(Fiesta)	5185	8753	59.24	.72	.96
(Pinto)	13948	16386	85.12	1.95	1.79
(Fairmont)	22625	27563	82.08	3.17	3.01
(Granada)	8003	11404	70.18	1.12	1.25
(Ltd II)	229	1726	13.27	.03	.19
(Mustang)	19618	27871	70.39	2.74	3.03
(T'Bird)	9628	15224	63.24	1.34	1.66
Lincoln	5523	7363	75.01	.77	.80
(Mark)	2580	3037	84.95	.36	.33
(Versailles)	440	928	47.41	.06	.10
Mercury	23249	41315	56.27	3.25	4.52
(Zephyr)	5489	8376	65.53	.77	.91
(Monarch)	2596	4234	61.31	.36	.46
(XR7/Cougar)	3643	9099	40.04	.51	1.01
(Capri)	5332	8879	60.05	.74	.97
(Bobcat)	2193	4041	54.27	.31	.44
Linc/Merc. Div.	28772	48678	59.11	4.02	5.32
Ford Motor Co.	121783	180036	67.64	17.03	19.66
Buick	57221	58881	97.18	7.99	6.43
(Skylark)	13786	11154	123.60	1.93	1.22
(Century)	27849	26433	105.36	3.89	2.89
(Riviera)	3384	4146	81.62	.47	.45
Cadillac	15520	21051	73.73	2.17	2.30
(Eldorado)	3697	5004	73.88	.52	.55
(Seville)	2196	2742	80.09	.31	.30
Chevrolet	138316	197434	70.06	19.32	21.58
(Chevette)	27658	38782	71.32	3.86	4.26
(Monza)	12552	12839	97.76	1.75	1.40
(Camaro)	10313	18505	55.73	1.44	2.02
(Citation)	33009	31342	105.32	4.62	3.42
(Malibu)	21300	30928	68.87	2.97	3.38
(Corvette)	3059	3323	92.06	.43	.36
(Monte Carlo)	12300	23293	52.81	1.72	2.54
Oldsmobile	66635	82311	80.96	9.30	8.99
(Omega)	7746	4966	155.98	1.08	.54
(Cutlass)	38366	46622	82.29	5.36	5.09
(Toronado)	2876	3719	77.33	.40	.41
Pontiac	49323	69530	70.94	6.89	7.59
(Sunbird)	10581	9065	116.72	1.48	.99
(Phoenix)	8799	8235	106.85	1.23	.90
(Lemans)	6156	10521	58.51	.86	1.15
(Firebird)	6900	12745	54.14	.96	1.39
Gen. Mtrs. Corp.	327015	429207	76.19	45.67	46.89
Misc. Domestic	164	410	40.00	.02	.04
Other Import	201051	198317	101.38	28.07	21.66
U.S. Total	716145	915597	78.22		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END 1979
	1980	1979		1980	1979	
A.M.C.	90336	86033	105.00	1.75	1.40	156926
(Concord)	39656	50634	78.32	.77	.83	83231
(Eagle)	16946	–	–	.33	–	11184
Chrysler	74679	134351	59.31	1.54	2.18	243642
(Le Baron)	36018	56691	63.53	.70	.92	100181
Dodge	182583	277406	65.82	3.54	4.50	442260
(Diplomat)	17704	26845	65.97	.34	.44	45852
(Colt)	34378	39545	86.93	.67	.64	60656
(Challenger)	7469	9506	78.57	.14	.15	14217
(Omni)	60705	82802	73.31	1.19	1.34	121040
(Aspen)	36810	68331	53.87	.71	1.11	117395
Plymouth	174220	244867	71.15	3.37	3.97	381844
(Arrow/Champ)	37344	36383	122.41	.72	.49	46352
(Sapporo)	5788	8153	70.99	.11	.13	12267
(Horizon)	73648	97944	75.19	1.43	1.59	163477
(Volare)	49080	99610	49.27	.95	1.62	166026
(Gran Fury)	8366	2998	278.85	.16	.05	3778
Chrysler Corp.	430482	656624	66.47	8.45	10.65	1067946
Ford	690542	949456	72.73	13.36	15.40	1552097
(Fiesta)	41155	46702	88.12	.80	.76	76919
(Pinto)	93516	119605	78.19	1.81	1.94	183546
(Fairmont)	182703	194054	93.86	3.54	3.16	333456
(Granada)	46133	88872	51.91	.89	1.44	141375
(Ltd II)	2772	21923	12.64	.05	.36	28466
(Mustang)	144833	182156	79.51	2.80	2.95	295511
(T'Bird)	87970	112300	78.33	1.70	1.82	210249
Lincoln	44592	76923	57.97	.86	1.25	128262
(Mark)	22378	29861	74.94	.43	.49	54597
(Versailles)	3563	8028	44.38	.07	.13	13539
Mercury	194714	304868	63.87	3.77	4.94	498326
(Zephyr)	50791	59278	85.68	.98	.96	95787
(Monarch)	17022	34841	48.86	.33	.57	54558
(XR7/Cougar)	37271	72577	51.35	.72	1.18	122808
(Capri)	39652	56387	70.32	.77	.91	88734
(Bobcat)	18169	27909	65.10	.35	.45	43067
Linc/Merc. Div.	239306	381791	62.68	4.63	6.19	626588
Ford Motor Co.	929848	1331247	69.85	17.99	21.59	2178685
Buick	393412	394822	99.64	7.61	6.40	687182
(Skylark)	96661	48324	200.03	1.87	.78	109458
(Century)	163720	178497	102.93	3.56	2.89	301885
(Riviera)	22949	31970	71.78	.44	.52	49587
Cadillac	123878	178189	69.52	2.40	2.89	307897
(Eldorado)	27847	37696	73.88	.54	.61	61060
(Seville)	21232	24859	85.41	.41	.40	44216
Chevrolet	1030575	1250084	82.44	19.95	20.28	2106404
(Chevette)	222122	223870	99.22	4.30	3.63	363044
(Monza)	83156	90004	92.38	1.61	1.46	139073
(Camaro)	72988	134104	54.40	1.41	2.18	203904
(Citation)	224324	141581	158.44	4.35	2.30	291615
(Malibu)	150978	204557	73.81	2.92	3.32	337164
(Corvette)	21176	23150	91.47	.41	.38	40164
(Monte Carlo)	92044	153196	60.09	1.78	2.48	265110
Oldsmobile	461161	550414	83.78	8.92	8.93	931836
(Omega)	48552	22535	215.45	.94	.37	46495
(Cutlass)	261924	295677	88.58	5.07	4.79	510757
(Toronado)	20817	29565	70.41	.40	.48	45354
Pontiac	354426	465019	76.22	6.86	7.54	774525
(Sunbird)	70912	55747	127.20	1.37	.90	86849
(Phoenix)	56106	38095	147.28	1.09	.62	74560
(Lemans)	46368	71425	64.92	.90	1.16	115301
(Firebird)	54295	98546	55.10	1.05	1.60	150048
Gen. Mtrs. Corp.	2363452	2838528	83.26	45.74	46.04	4807844
Misc. Domestic	2011	2751	73.10	.04	.04	4052
Other Import	1345154	1250089	107.60	26.03	20.28	2140642
U.S. Total	5167283	6165272	83.81			10356695

UNITED STATES SUMMARY

(Mazda Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JULY	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	21116	9.50	140821	211913	66.45	9.24	10.26
Plymouth	2327	1.05	17582	11720	150.02	1.15	.57
Ford	70485	31.71	486084	663554	73.25	31.90	32.13
Chevrolet	67047	30.17	462083	661358	69.87	30.31	32.03
G.M.C.	16424	7.39	114077	160223	71.20	7.48	7.76
I.H.	6580	2.96	36324	67158	54.09	2.38	3.25
Jeep Truck	7179	3.23	49087	83659	59.39	3.20	4.05
Mack	1561	.70	13016	17868	72.81	.85	.87
Kenworth	883	.40	7326	8581	85.37	.48	.42
Peterbilt	459	.21	4406	5501	80.09	.29	.27
Freightliner	744	.33	6748	7544	89.45	.44	.37
White	723	.33	4754	7668	62.00	.31	.37
Misc.	26721	12.02	181489	158032	114.84	11.91	7.65
U.S. Total	222249		1524391	2064779	73.83		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	56646	80477	3511	187	–	–	–	–
(Dodge 1)	38038	51460	1370	–	–	–	–	–
Plymouth *	11951	5631	–	–	–	–	–	–
Ford	148478	296071	407	–	–	11886	20385	8857
(Ford 2)	61440	98060	–	–	–	–	–	–
Chevrolet	222654	220085	726	–	951	7580	8211	1876
(Chevrolet 3)	99879	63955	–	–	–	–	–	–
G.M.C.	31639	58248	5	–	407	5442	8510	9826
(G.M.C. 4)	5785	16060	–	–	–	–	–	–
I.H.	–	9777	–	–	–	7236	8730	10581
Jeep Truck	30779	18908	–	–	–	–	–	–
(Jeep 5)	30779	14092	–	–	–	–	–	–
Mack	–	–	–	–	–	213	–	12797
Kenworth	–	–	–	–	–	–	–	7326
Peterbilt	–	–	–	–	–	–	–	4406
Freightliner	–	–	–	–	–	–	–	6748
White	–	–	–	–	–	–	–	4754
Misc.	177303	10	12	6	15	1782	1324	1337
Total	679150	689207	4661	193	1373	34139	47160	68508
1979 Total	749618	975102	30488	4338	1593	80938	27402	98100
1980 VS '79	90.94	64.11	15.29	4.45	86.19	42.18	172.10	69.83

UNITED STATES SUMMARY

(Memo Total) – To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster & Arrow

4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF ILLINOIS ARE TEMPORARILY DELAYED.
REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW TRUCK REGISTRATIONS

MAKES	AUGUST	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	17254	9.83	160075	237959	67.27	9.31	10.12
Plymouth	2550	1.30	20132	13181	152.73	1.17	.56
Ford	52814	30.56	545898	756502	72.16	31.74	32.17
Chevrolet	55180	28.18	517263	752369	68.75	30.07	32.00
G.M.C.	14442	7.38	128519	185744	68.82	7.47	7.94
I.H.	6930	3.54	43254	77750	55.63	2.51	3.31
Jeep Truck	5231	3.03	55618	94029	59.15	3.23	4.00
Mack	1599	.82	14609	23279	72.07	.85	.86
Kenworth	916	.47	9242	9781	84.27	.49	.42
Peterbilt	558	.22	4974	6152	80.85	.22	.26
Freightliner	868	.44	7515	8715	87.39	.44	.37
White	504	.31	5358	8630	62.09	.31	.37
Misc.	27123	13.95	208612	172118	116.47	12.13	7.62
U.S. Total	195779		1720170	2351199	73.16		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	66680	89532	3673	190	-	-	-	-
(Dodge 1)	44617	57242	1455	-	-	-	-	-
Plymouth *	13671	6461	-	-	-	-	-	-
Ford	167439	330251	452	-	-	14069	23348	10339
(Ford 2)	62164	139368	-	-	-	-	-	-
Chevrolet	252154	245052	753	-	1070	8879	9162	2193
(Chevrolet 3)	112558	71586	-	-	-	-	-	-
G.M.C.	35999	65132	6	-	446	6361	9500	11175
(G.M.C. 4)	5443	17974	-	-	-	-	-	-
I.H.	-	11273	-	-	-	8868	10442	12671
Jeep Truck	34516	21102	-	-	-	-	-	-
(Jeep 5)	34516	15645	-	-	-	-	-	-
Mack	-	-	-	-	-	289	-	14320
Kenworth	-	-	-	-	-	-	-	8242
Peterbilt	-	-	-	-	-	-	-	4974
Freightliner	-	-	-	-	-	-	-	7516
White	-	-	-	-	-	-	-	5358
Misc.	203527	10	12	6	16	2025	1518	1498
Total	771886	768813	4876	196	1532	40491	53970	78386
1979 Total	853818	1219146	33036	4343	1727	25204	31741	112414
1980 VS '79	90.40	63.11	14.82	4.51	88.75	42.22	170.03	69.73

UNITED STATES SUMMARY

(Memo Total) – To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster & Arrow

4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF ARIZONA ARE TEMPORARILY DELAYED. REGISTRATIONS FOR THE STATE OF ALASKA ARE NOT AVAILABLE.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	344707	23.43	1	265276	19.16	1
DATSUN	311240	21.15	2	246382	17.80	2
HONDA	203741	13.85	3	201759	14.57	3
VOLKSWAGEN	148752	10.11	4	183902	13.28	4
MAZDA	88728	6.03	5	81276	5.87	5
SUBARU	69812	4.74	6	59382	4.29	6
FIESTA*	41155	2.80	7	46702	3.37	7
ARROW/CHAMP*	37344	2.54	8	30383	2.19	11
COLT/HATCHBACK*	34378	2.34	9	39545	2.86	8
MERCEDES BENZ	29178	1.98	10	29485	2.13	12
TOTAL IMPORT CARS	1471288			1384378		
FIAT	23804	1.62	12	36941	2.67	9
VOLVO	29068	1.98	11	31084	2.25	10
NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	80731	25.83	1	71007	24.54	1
DATSUN	64361	20.59	2	65581	22.67	2
CHEVROLET L.U.V.*	51346	16.43	3	59599	20.60	3
FORD COURIER*	44875	14.36	4	46000	15.90	4
DODGE D50*	24670	7.89	5	18372	6.35	5
PLYMOUTH ARROW*	11274	3.61	6	8525	2.95	6
TOTAL IMPORT TRUCK	312571			289299		

* DOMESTIC SPONSORED IMPORTS
UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2658918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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JULY 1980 ISSUED 09/80

Supplementing
Polk's Statistics:

CAN YOU AFFORD TO IGNORE ...

...the Top 60 Standard Metropolitan Areas which account for well over 50% of all U. S. passenger car sales? These important markets deserve the thorough analysis which Polk Registration Reports by Census Tracts can insure.

New passenger car and truck registrations by make, series, price class and gross vehicle weight groups can also be identified by name and type of buyer, whether a business or an individual. Registrations can be compiled not only by census tract but by postal zone or other geographic areas. All data are current, too, within three months of actual sales.

Consumer buying power and population shifts, as reflected in new passenger car registrations, can materially assist your Sales and Marketing Staff in evaluating retail sites... establishing dealer and salesmen objectives... planning distribution... and meeting many other marketing problems.

Since each Registration Report is prepared to your specifications, you resolve your marketing problems quickly and reduce your research costs.

R. L. POLK & CO.

DETROIT, MICH.

10/31/80 C7715-3 U

AUGUST
1980

pocket summary

of registrations

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS
®

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	AUGUST		% '80 VS '79	% IND	
	1980	1979		1980	1979
A.M.C.	9222	11010	84.40	1.32	1.59
(Concord)	3568	6220	56.72	.50	.71
(Eagle)	2049	-	-	.30	-
Chrysler	10535	21343	49.59	1.50	2.42
(Le Baron)	4758	8510	55.91	.67	.96
Dodge	25587	36209	70.66	3.64	4.11
(Diplomat)	2498	4127	60.29	.35	.47
(Colt)	3423	4546	74.86	.48	.52
(Challenger)	1095	1328	81.70	.15	.15
(Omni)	9731	8035	121.11	1.40	.91
(Aspen)	5274	11105	47.49	.75	1.26
Plymouth	24377	29221	83.42	3.46	3.32
(Arrow/Champ)	4070	3167	128.51	.59	.36
(Sapporo)	929	1197	77.61	.13	.14
(Horizon)	12049	8751	137.69	1.70	.99
(Volare)	6151	14978	41.13	.88	1.70
(Gran Fury)	1158	181	645.37	.17	.02
Chrysler Corp.	60549	86773	69.79	8.60	9.85
Ford	74687	122497	60.99	10.61	13.91
(Fiesta)	5158	7059	72.98	.73	.80
(Pinto)	11798	13556	86.32	1.67	1.55
(Fairmont)	16170	27956	57.84	2.30	3.17
(Granada)	6373	10194	62.52	.91	1.16
(Ltd II)	151	1409	11.43	.02	.16
(Mustang)	16150	22954	70.40	2.30	2.61
(T'Bird)	8452	17348	48.72	1.20	1.97
Lincoln	5010	8354	59.97	.71	.95
(Mark)	2436	3430	70.15	.34	.39
(Versailles)	341	1155	29.53	.05	.13
Mercury	20527	41100	49.94	2.92	4.66
(Zephyr)	4958	7189	68.97	.70	.82
(Monarch)	1843	3899	49.29	.27	.44
(XR7/Cougar)	3342	9642	35.09	.48	1.08
(Capri)	4545	7459	60.93	.65	.85
(Bobcat)	2229	3589	62.11	.32	.41
Lnc/Merc. Div.	25537	49454	51.64	3.63	5.61
Ford Motor Co.	100224	171941	58.27	14.24	19.52
Buick	50835	62151	97.88	8.64	7.06
(Skylark)	14721	10752	137.57	2.10	1.22
(Century)	29468	26205	112.45	4.19	2.98
(Riviera)	3532	3202	110.31	.50	.36
Cadillac	15424	23089	67.11	2.23	2.62
(Eldorado)	3724	4511	82.11	.52	.51
(Seville)	2020	2670	75.66	.29	.30
Chevrolet	138781	191942	72.34	19.71	21.78
(Chevette)	28335	33380	85.04	4.03	3.79
(Monza)	13488	11315	119.20	1.92	1.28
(Camaro)	9801	15716	62.36	1.39	1.78
(Citation)	31415	30551	102.83	4.46	3.47
(Malibu)	21526	28567	75.33	3.07	3.25
(Corvette)	2963	3218	92.05	.42	.37
(Monte Carlo)	12677	27181	46.64	1.80	3.09
Oldsmobile	67377	84987	79.29	9.57	9.65
(Omega)	7735	4911	157.52	1.10	.56
(Cutlass)	39358	48259	81.56	5.59	5.47
(Toronado)	2358	2968	99.66	.42	.34
Pontiac	50235	70923	71.82	7.24	8.05
(Sunbird)	11620	7526	153.90	1.56	.86
(Phoenix)	8838	7640	115.29	1.25	.87
(Lemans)	5810	9178	63.30	.83	1.04
(Firebird)	6920	11194	61.82	.98	1.27
Gen. Mtrs. Corp.	333422	432922	77.00	47.35	49.15
Misc. Domestic	339	424	79.62	.05	.05
Other Import	200037	177543	112.73	28.43	20.16
U.S. Total	703923	880753	79.92		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END 1979
	1980	1979		1980	1979	
A.M.C.	99628	97043	102.66	1.70	1.38	156926
(Concord)	43226	56924	75.94	.74	.81	83231
(Eagle)	19035	-	-	.32	-	11164
Chrysler	90264	155694	57.98	1.54	2.21	243842
(Le Baron)	40775	65201	62.54	.70	.93	100181
Dodge	208170	313615	66.38	3.55	4.45	442260
(Diplomat)	20197	30972	65.21	.34	.44	45852
(Colt)	37781	44091	85.69	.64	.63	60656
(Challenger)	8554	10834	78.96	.15	.15	14217
(Omni)	70436	90837	77.54	1.20	1.28	121640
(Aspen)	42084	79436	52.98	.72	1.13	117395
Plymouth	198597	274088	72.46	3.38	3.89	381844
(Arrow/Champ)	41414	33550	123.44	.71	.48	46352
(Sapporo)	6717	9350	71.84	.11	.13	12267
(Horizon)	85697	106695	80.32	1.46	1.51	143477
(Volare)	55241	114588	48.21	.94	1.62	166020
(Gran Fury)	9528	3179	299.72	.16	.05	3778
Chrysler Corp.	497031	743397	66.86	8.47	10.55	1067946
Ford	765229	1071943	71.39	13.33	15.21	1552097
(Fiesta)	46313	53770	86.13	.79	.76	76919
(Pinto)	105304	133261	79.02	1.79	1.89	183546
(Fairmont)	128873	222610	89.34	3.39	3.16	333456
(Granada)	52506	99066	53.00	.89	1.41	141375
(Ltd II)	2933	23332	12.57	.05	.33	28400
(Mustang)	160993	205110	78.49	2.74	2.91	295511
(T'Bird)	26422	129648	74.37	1.64	1.84	210249
Lincoln	49602	85277	58.17	.84	1.21	128262
(Mark)	24784	33291	74.45	.41	.47	54597
(Versailles)	3904	9188	42.49	.07	.13	13539
Mercury	215241	345968	62.21	3.67	4.91	498326
(Zephyr)	55749	66467	83.87	.96	.94	95787
(Monarch)	18905	38740	48.80	.32	.55	54558
(XR7/Cougar)	40553	82219	49.44	.69	1.16	122808
(Capri)	44197	63846	69.22	.75	.91	88734
(Bobcat)	20398	31498	64.76	.35	.45	43097
Linc/Merc. Div.	264843	431245	61.41	4.51	6.12	626588
Ford Motor Co.	1030072	1503188	68.53	17.54	21.33	2178685
Buick	454247	456973	99.40	7.74	6.49	687182
(Skylark)	111452	59076	188.66	1.90	.84	104458
(Century)	213188	204702	104.15	3.63	2.91	301885
(Riviera)	26481	35172	75.29	.45	.50	49587
Cadillac	139372	201278	69.24	2.37	2.86	307897
(Eldorado)	31551	42201	74.76	.53	.60	61000
(Seville)	23252	27529	84.46	.40	.39	44216
Chevrolet	1159356	1441926	81.10	19.92	20.45	2106404
(Chevette)	250507	257250	97.38	4.27	3.64	363644
(Monza)	96638	101319	95.38	1.65	1.44	139073
(Camaro)	82789	149880	55.24	1.41	2.13	207904
(Citation)	255739	172132	148.57	4.36	2.44	291615
(Malibu)	172574	233224	73.99	2.94	3.31	337164
(Corvette)	24139	26368	91.55	.41	.37	40164
(Monte Carlo)	104726	180377	58.06	1.78	2.56	265110
Oldsmobile	528538	635401	83.18	9.00	9.02	931836
(Omega)	56288	27446	205.09	.96	.39	46495
(Cutlass)	301282	343935	87.60	5.13	4.88	510757
(Toronado)	23775	32533	73.08	.40	.46	45354
Pontiac	405361	535942	75.64	6.90	7.61	774525
(Sunbird)	82602	63343	130.40	1.40	.90	86849
(Phoenix)	64914	45735	141.94	1.11	.65	74560
(Lemans)	52178	80603	64.73	.89	1.14	115301
(Firebird)	61215	109740	55.78	1.04	1.56	150048
Gen. Mtrs. Corp.	2696874	3271520	82.43	45.93	46.43	4807844
Misc. Domestic	2350	3245	72.42	.04	.05	4652
Other Import	1545251	1427632	108.24	26.32	20.26	2140642
U.S. Total	5871206	7046025	83.33			10356695

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	394571	23.40	1	305411	19.34	1
DATSUN	356085	21.12	2	284410	18.01	2
HONDA	232704	13.80	3	229243	14.52	3
VOLKSWAGEN	172303	10.22	4	204334	12.94	4
MAZDA	101445	6.02	5	92565	5.86	5
SUBARU	80321	4.76	6	67242	4.26	6
FIESTA*	46313	2.75	7	53770	3.40	7
ARROW/CHAMP*	41414	2.46	8	33550	2.12	11
COLT/HATCHBACK*	37781	2.24	9	44091	2.79	8
VOLVO	34137	2.02	10	35850	2.27	10
TOTAL IMPORT CARS	1686030			1579227		
FIAT	26579	1.58	13	42353	2.68	9

NEW IMPORTED TRUCKS
LEADING MAKES

TOYOTA	93210	26.05	1	81792	25.08	1
DATSUN	73976	20.67	2	73056	22.40	2
CHEVROLET L.U.V.*	57840	16.16	3	66384	20.36	3
FORD COURIER*	50827	14.20	4	51309	15.73	4
DODGE D50*	28879	8.07	5	21006	6.44	5
PLYMOUTH ARROW*	12858	3.59	6	9678	2.97	6
TOTAL IMPORT TRUCK	357862			326084		

* DOMESTIC SPONSORED IMPORTS
UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

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AUGUST 1980 ISSUED 10/80

Supplementing
Polk's Statistics:

POLK OFFERS SELECTIVITY TO TRUCK ADVERTISERS

Virtually the same selectivity available to passenger car advertisers is offered the truck advertiser using Polk Automotive Owner Lists for direct mail advertising.

The truck advertiser can reach, by name and address, owners of specific makes and year models of trucks. Moreover, he can reach owners of trucks of specific GVW . . . or fleet owners by size of fleets or by GVW of trucks owned.

Also, the advertiser can confine coverage to metropolitan areas or extend it to smaller cities and rural areas.

Thus, he can contact and influence, with a minimum of waste circulation and a proved maximum of reader attention, his most productive new truck markets.

R. L. POLK & CO.

DETROIT, MICH.

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